



FRIDAYS BACKS THE SAINTS

FRIDAYS REVEALED AS FIRST OFFICIAL PARTNER OF SOUTHAMPTON FC WOMEN

- Fridays will be Official Back of Shirt sponsor for the 2021/2022 season
- The restaurant chain will become the first ever official partner of Southampton Women's Football Club
- Today's news follows Fridays' recent partnerships with Birmingham City and Hashtag United Women's teams



(Southampton FC Women's players Ella Pusey, Lucia Kendall & Phoebe Williams)

Tuesday 20th July: Fridays has today announced that it will be joining forces with Southampton Women's Football Club, becoming the club's first ever Official partner and back of shirt sponsor for the 2021/2022 season. The collaboration will also include match day experiences, player appearances and official merchandise.

The news comes ahead of Saints' first pre-season friendly this evening against Southampton Women reserves at Snows Stadium. After being granted promotion to the FA Women's National League Southern Premier at the end of the 2020/21, the team will kick off their season at home against MK Dons on Sunday 15th August.



Fridays recent investment into the women's game through principal partnership of Hashtag United Women's Football Club and sleeve sponsorship of WSL team Birmingham City Women's Football Club is part of the group's commitment to positively campaign and raise awareness of women in sport as well as growth of the women's game.

Speaking on the partnership news, Dan Staples, Chief Marketing Officer at Fridays, said: "This is a perfect partnership for Fridays in so many ways. A match up of the iconic red and white stripes, the popularity of our two restaurants in the city and above all, the huge ambition Southampton FC Women have following their recent promotion. We are very excited to see Fridays on the back of the team shirts and we can't wait to work closely with everyone at Southampton FC to help raise the profile of the women's game."

Sarah Batters, Director of Marketing & Partnerships at Southampton Football Club, added: "We are delighted to be partnering with Fridays in what is a very exciting time for Southampton FC Women, as they continue their journey towards the highest levels of women's football."

Fridays is already a popular destination in Southampton and today's announcement affirms the restaurant chain's commitment to the city to help drive the profile of women's football. We're looking forward to a long and successful partnership that celebrates that Fridays feeling, seven days a week."

ENDS

NOTES TO EDITORS

Watch the Southampton kit reveal video in high resolution [here](#).

Find out more - www.tgifridays.co.uk/corporate/press-centre/

About Southampton Football Club:

Southampton Football Club is a professional football club that plays in the Premier League, the top tier of English football.

Based in Hampshire, on England's south coast, the club plays its home games in the 32,000 capacity St Mary's Stadium, a stone's throw from St Mary's Church, where the club was formed in 1885.

Nicknamed 'The Saints', the club's proudest moment came in 1976 when they beat Manchester United 1-0 in the FA Cup Final at Wembley Stadium.

After a seven year absence, the club returned to the Premier League in 2012 following successive promotions from League One and the Championship. Having been named one of the world's fastest-growing football club brands in 2015, the club went on to achieve its highest-ever Premier League finish of sixth in 2016 to secure European qualification for a second consecutive season.



Proud of its 135 year heritage, but constantly moving forward, the club is renowned for doing things differently and using its strong set of guiding principles to turn potential into excellence, both on and off the pitch.

About Fridays:

Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feel like a Friday. Over 55 years later, we're making Fridays famous again and proudly celebrating our heritage with simple, freshly made to order dishes with top-quality ingredients, vibrant new and classic cocktails full of energy & theatre, all handcrafted by our expert bartenders. All of which is complemented by consistently brilliant and iconic Fridays service and spirit of generosity.

Whether you're out for a date, girls' night or a family dinner, Fridays is here to help bring that Fridays Feeling, no matter what day of the week or time of day.

Fridays is a proud member of The Responsible Business Recovery Forum (RBRF). The RBRF is a membership body of Out of Home food and drink operators and suppliers. The group's objective is to collaborate to aid an efficient, industry-wide recovery, in the aftermath of COVID-19 whilst anticipating future trends. A community of progressive businesses learning and sharing for past, present and the future.

Get that Fridays Feeling all day every day -



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