



## FRIDAYS HAS GOT RANGERS' BACK

### FRIDAYS BECOMES OFFICIAL PARTNER OF RANGERS WOMEN'S FC

- The restaurant chain becomes an Official Partner and Back of Shirt sponsor for next two years
  - Together Rangers & Fridays will work to inspire inclusivity and the next generation
- Today's news follows Fridays' recent partnerships with Birmingham City, Hashtag United and Southampton Women's teams



(Rangers players Jane Ross and Kirsten Reilly)

**Wednesday 28<sup>th</sup> July:** Fridays has today announced that it will be joining forces with Rangers Women's Football Club, becoming an Official Partner and back of shirt sponsor for the next two years. The collaboration will also include match day experiences, player appearances, stadium branding and official merchandise.

The news comes ahead of the start of the Scottish Women's Premier League Cup on Sunday 8<sup>th</sup> August. Rangers will then kick off their campaign in the Scottish Women's Premier League, the top division of women's football in Scotland, against Forfar Farmington at The Rangers Training Centre on Sunday 5<sup>th</sup> September.

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



**Speaking on the partnership news, Dan Staples, Chief Marketing Officer at Fridays, said:** “Scotland has a special place in the heart of Fridays due to our fans in the country being loyal, lively and enthusiastic. We’re proud to partner with one of the most recognisable teams in world football, Rangers Football Club and work with them over the next two years to promote the importance of women’s football. We are really excited to see Fridays on the back of the team shirts and can’t wait to see what Malky and the team can achieve this year.”

**James Bisgrove, Rangers’ Football Club Commercial and Marketing Director, added:** “We are delighted to announce this new Official Partnership with Fridays, ahead of an exciting 2021/22 season for Rangers. Fridays are a globally recognised brand with a strong and rich heritage, which makes them an excellent fit for Rangers’ growing commercial partnership family.

“We recognised the passion and commitment held by Fridays towards the women’s game right from the outset of our discussions, and are confident this partnership will allow us to work together to continue to increase awareness of women and girls’ football.”

**ENDS**

#### **NOTES TO EDITORS**

Download the image assets in high resolution [here](#).



Find out more - [www.tgifridays.co.uk/corporate/press-centre/](http://www.tgifridays.co.uk/corporate/press-centre/)

#### **About Rangers Women’s Football Club:**

Rangers Women are a professional football team that are fully-integrated in the football department of Rangers Football Club and based at Rangers Training Centre. Following significant investment in 2019, Rangers committed to a fully-professional women’s team which now features a number of international players from Scotland, Northern Ireland and Jamaica. Led by Head Coach Malky Thomson, Rangers play in the Scottish Women’s Premier League 1, the highest tier of the women’s game in Scotland.

Find Rangers on social media @RangersWFC



### **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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