



# THAT FRIDAYS FEELING IS THE NEW SPIRIT OF THE BLUES

## FRIDAYS ANNOUNCED AS OFFICIAL RESTAURANT PARTNER OF EVERTON WOMEN

- The 2021/2022 season will see Fridays as the Official Restaurant Partner of Everton Women
- The duo will work collectively to build awareness of and celebration of the women's game
- Today's news completes Fridays' line-up of partnerships with Birmingham City, Hashtag United, Rangers and Southampton Women's Football Clubs



(Pictured are Everton players L-R: Kenza Dali, Gabby George, Danielle Turner)

**Friday 30<sup>th</sup> July:** Fridays has today joined forces with Everton Women, becoming the team's Official Restaurant Partner for the 2021/2022 season.

The collaboration will see the two work collectively to raise awareness of women in sport.

As part of the partnership, Fridays' branding will appear on pitchside advertising at Everton's Walton Hall Park stadium, with the restaurant chain also getting access to matchday experiences, player appearances and official merchandise for giveaways.

The news comes ahead of Everton's first pre-season friendly tomorrow against Rangers in what will be the very first 'Fridays derby'! The Blues kick off their Women's Super League campaign against last year's



runners-up Manchester City on Sunday 5<sup>th</sup> September, before travelling to champions Chelsea the following weekend.

The news today concludes five partnerships that Fridays has recently announced within women's football. This includes principal partnership of Hashtag United, sleeve sponsorship of Birmingham City and back of shirt sponsorship for Southampton and Rangers. This investment 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:** "It's an absolute pleasure to be the Official Restaurant Partner of Everton Women this season. After a busy summer of signings, we are excited to watch and support the team as they challenge for honours this season.

"Furthermore, we are very proud to work with everyone at Everton Women, and our four other new club partners, to help raise the profile of the women's game and inspire the next generation."

**Danielle Turner, Everton Women Club captain, added:** "It's great to have Fridays partnering with the team and also pledging to help raise awareness and celebrate the successes of women in sport.

"The growth of the women's game over the past few years is there for everyone to see and, as a Club, we have been moving in a really positive direction both on and off the pitch.

"We're all so excited now to get the season under way and it's fantastic to have Fridays as our newest supporters."

**Sporting and Commercial Director for Everton Women, Sarvar Ismailov, said:** "This is a fantastic new partnership with Fridays to lead us into the 2021/22 season - one we are confident will see the team continue to build on the encouraging progress that has been made in the past few years.

"Fridays are passionate about the Women's game, illustrated by their commitment in partnering with a number of clubs this summer. We are proud to become a key part of that and we look forward to working closely with them to further promote the incredibly bright future of both the game and Everton Women."

**ENDS**

#### **NOTES TO EDITORS**

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### **About Everton Football Club:**

Competing in the top division of English women's football, the FA Women's Super League (WSL), Everton Women play their home games at Walton Hall Park, a 2,200-capacity purpose-built stadium in Liverpool.

Manager Willie Kirk was appointed in December 2018 and, since then, the women's team have bettered their league position year-on-year, finishing fifth in the WSL in 2020/21 and also reaching the 2020 Women's FA Cup final.

Everton Women received an investment boost and introduced a new leadership structure in 2020, with the Club setting its sights on challenging for major honours. The Strategic Leadership Team is chaired by Everton CEO Professor Denise Barrett-Baxendale, with Sasha Ryazantsev taking up the role of Managing Director and Sarvar Ismailov appointed Everton Women's first Sporting and Commercial Director.

### **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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