



# FRIDAYS LAUNCHES GRASSROOTS FOOTBALL INITIATIVE 'GOALS FOR GIRLS'

- Fridays launches 'Goals for Girls' initiative to increase female participation in grassroots football.
- In partnership with Rangers, Everton, Birmingham, Southampton, and Hashtag United women's teams, Fridays is helping young girls achieve their own football goals.
- Fridays is giving away money can't buy experiences and football equipment in its nationwide competition.



**14<sup>th</sup> March 2022:** [Fridays](#), part of newly listed Hostmore plc, has today announced its new initiative, '[Goals for Girls](#)', that aims to inspire inclusivity within football and promote participation within the younger generation of female players. 'Goals for Girls' is a competition for grassroots football clubs and girls that play football, offering them the chance to win money can't buy experiences and football equipment, courtesy of Fridays.

The competition is open to all ages and can be entered by anyone with an affiliation to a grassroots girls' team or girls football. Entrants are required to briefly describe their personal goals or the goals of their grassroots club and winners will be selected at random.

The competition aims to excite girls about participating in football, looking to build on last year's successful Fridays campaign, 'Celebrate the Game'. As official restaurant partners of Rangers, Everton, Birmingham, Southampton, and Hashtag United women's teams, Fridays is giving away play on pitch events, VIP matchday experiences, training session visits, signed shirts, football equipment and more. The belief is that these prizes will provide girls with the memories and lived experiences to inspire and enhance their involvement in football. The competition will also continue to build on already existing relationships between the clubs and their local communities.

# FRIDAYS

Research conducted by Women in Sport shows that participation in team sports was 55% amongst girls aged 11-16 in comparison to 71% amongst boys in the same age group. By age 17-18, only 28% of girls classed themselves as 'sporty' compared to around 58% of boys. Overall, the [study](#) highlights the disengagement amongst teenage girls after primary school, an issue that Fridays is intending to address with this initiative.

Goals can come in all shapes and sizes. Whether for fitness or pleasure, to meet friends or play professionally - whatever the reason, whatever the goal, Fridays is keen to support it. Playing football is not just about becoming the next Lucy Quinn or Poppy Pattinson, it is about developing leaders, team players, discipline, and a feeling of belonging.

**Rebecca Holloway, Birmingham Defender said:** "We all cling on to that first memory of playing the game. For me it was beating our local rivals in the derby. It could be a best friend, a training session you loved, a goal you scored, a pie you ate at your first match or a personal goal you achieved while playing football – we all have our reasons for loving the game and I want as many young girls as possible to get to experience the sport."

**Dan Staples, Chief Marketing Officer at Fridays, said:** "We are extremely excited about the initiative and the opportunity to help drive participation in women's grassroots football. 'Goals for Girls' further outlines Fridays' commitment to women's football, by working alongside our partners to be able to offer such incredible experiences and prizes. These great opportunities will aim to inspire young female football fans and help achieve greater grassroots participation, addressing the issue of teenage disengagement with team sports."

To be in with a chance of winning incredible experiences and prizes for a local club, all people need to do is to fill out the [application form](#) and tell Fridays what their or their club's goals are in less than 50 words.

Further details about the campaign and competition, including the terms and conditions which apply, can be found [here](#):

**ENDS**

## NOTES TO EDITORS

Follow @TGIFridaysUK on social media to get that Fridays Feeling all day, every day.



\*Research was published by Women in Sport

### About 'Goals for Girls':

Goals for Girls is a competition that seeks to increase participation in grassroots football among young females. Entrants will have to fill in an application form answering a few questions and explain what their or their club's goals are to be in with a chance of winning. Winners will be chosen at random and the prizes range from amazing money can't buy experiences, such as VIP matchday tickets and training session experiences, to football equipment. Fridays are not just another sponsor on a football shirt; instead, they are continuing their efforts to drive activation within women's football.

### About Fridays:

Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feeling 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 and 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.

**About Hostmore plc:**

We're the sharers. The carers. The business-builders and the entertainers.

Hostmore plc is a growing hospitality business with current operations focused on casual dining brand, Fridays, and cocktail-led bar and restaurant brand, 63rd+1st.

Established in 2021, Hostmore has been created to provide a platform for the development of hospitality brands under the leadership of an experienced team that has a track record of building businesses in the hospitality and leisure sectors.

Hostmore's businesses are defined by iconic brand experience, vibrant heritage and sector-leading technology.

Its strategic focus is on optimising its brands, aligning those brands with evolving consumer demands and delivering personalised customer engagement – all backed up by a redesigned digital platform.

**Find out more - [www.hostmoregroup.com](http://www.hostmoregroup.com)**

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