



FERNE MCCANN GETS THE 'FRIDAYS FEELING' AS SHE BECOMES ITS NEW UK AMBASSADOR

- Fridays appoint Ferne McCann as an official brand ambassador, with an exciting new partnership with the TV personality.
- The partnership is the first of its kind for Fridays, with McCann to become a recurring face in the brand's communications.
 - The collaboration includes brand campaigns, as well as events.

30 March 2022: [Fridays](#), part of newly listed Hostmore plc, announced today that it has appointed Ferne McCann as an official UK brand ambassador. Having recently gone through a major brand refresh, Fridays is looking to expand its offering with ambitious plans to increase its footprint across the UK via four formats: Dine in, Delivery, Digital and Drive-in. Through the partnership, Ferne will show that Fridays is the place to create that Fridays feeling every day of the week.

TV personality and presenter, McCann, comes on board with a partnership which will be true to Fridays' vision in empowering social connectors. McCann's appointment is fitting for the brand's focus on making all experiences unforgettable and curating a welcoming environment for all. McCann is known for trying new things, being the organiser of social activities amongst friends and family, as well as wanting to create new memories and celebrate successes - and Fridays is the perfect place to do so.

The collaboration will include a programme of live events and exciting new campaigns, alongside Ferne sharing the story of her Fridays' experiences to her millions of social media followers.

Whether you are out for a date, a girls' night or a family dinner, Ferne's partnership with Fridays will help bring that Fridays feeling, no matter what day of the week or time of day.

"I feel extremely honoured to be an ambassador for Fridays. I have always loved the brand and shared so many memories here over the years," **said Ferne McCann, Brand Ambassador for Fridays.** "Although I'm super fond of these memories, I'm also really excited to be part of their journey in switching things up and making a welcomed change to some of their offerings and looking forward to bringing that Fridays feeling to my followers."

Robert B. Cook, CEO at Fridays said: "Ferne is the perfect ambassador for us and really encompasses our vision for the future of Fridays. We recognise the influential role she plays with those around her and want this to shine through in



our partnership, especially when it comes to bringing people together. We are all thrilled to be working with her and can't wait for everyone to see what we have up our sleeves."

Not only will the partnership keep to its heritage, but it will also highlight how far Fridays has come since opening as one of New York's first 'singles bars' in 1964. In 2020 TGI Fridays UK rebranded to Fridays, to place the emphasis on this excitement, expectation and anticipation of a Friday.

Fridays and McCann are set to launch several exciting campaigns throughout the year, which should pique the interests of Fridays fans both old and new. To find out more about the latest and greatest offerings visit

<https://www.tgifridays.co.uk/>.

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NOTES TO EDITORS

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 are 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 are out for a date, a 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

Media contacts:

Fridays@boldspace.com