Beat: Sports

MANCHESTER UNITED WELCOMES MULTI-YEAR GLOBAL PARTNERSHIP HEROES AS NEW SPONSOR

EXCLUSIVE MANCHESTER UNITES SHOES

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USPA NEWS - Manchester United Football Club has announced on November 9, a multi-year global partnership with luxury designer footwear brand, HEROES S.R.L. As part of the agreement, Heroes will exclusively produce a collection of high quality lifestyle Manchester United shoes, aimed at the club's...

Manchester United Football Club has announced on November 9, a multi-year global partnership with luxury designer footwear brand, HEROES S.R.L. As part of the agreement, Heroes will exclusively produce a collection of high quality lifestyle Manchester United shoes, aimed at the club's 659 million global followers. In addition to this, Manchester United's first team players and coaches will wear HEROES formal shoes when on official club duty.

'Football is all about teamwork and to play like a team it's important to look like a team. Our partnership with HEROES will not only provide our first team squad with well-designed and well-made formal shoes, it will also allow our loyal fan base to be included in that team spirit by wearing the same brand worn by our players.' Manchester United Group Managing Director, Richard Arnold, commented.

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through their 137-year heritage they have won 62 trophies, enabling them to develop the world's leading sports brand and a global community of 659 million followers.

Source : Manchester United Ltd

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