

# BURNABY FOOTBALL CLUB

burnabyfc.com

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## Burnaby FC announces partnerships with Soccer Express and adidas

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**Burnaby, BC. (January 23, 2023)** Burnaby FC is pleased to announce today it has partnered with **Soccer Express** and **adidas** as their dealer and kit brand supplier respectively in a three-year agreement. The recognized leader in the local retail soccer community and the world-renowned sports brand have collaborated and aligned with Burnaby FC to launch what we believe is an extraordinary offering of both design and deliverables.

"Burnaby FC is extremely proud to be partnering with national suppliers Soccer Express and adidas Canada," said Burnaby FC Executive Director Morgan Quarry. "We believe through our collaboration, we have produced a line of clothing and game kit which will be unique and dynamic to the Lower Mainland, the province and the country."

Burnaby FC and SX staff have held several meetings in recent weeks to go over a number of dynamic colour and kit options in preparation for when BFC begins play in the Fall of 2023. Soccer Express will also provide a line of BFC clothing at its Coquitlam store and will oversee a broad range of BFC items through the BFC Online Store. The BFC Online Store is expected to be active and open to members when the Club launches its new web site in March ([burnabyfc.com](http://burnabyfc.com)).

"Soccer Express could not be more excited to be working with the club toward their inaugural season," stated Blair Manifold from Soccer Express. "We are extremely proud to be a small part of developing Burnaby FC's identity and supporting the club's players, staff, and supporters for years to come. The club's new board has assembled an impressive leadership group, and, in partnership with adidas, we look forward to bringing their football ideas to life!"

All amalgamated clubs including, MUFC, CAUFC, BGSC, BDMS and Wesburn FC will maintain their current programming and continue to wear their respective club kits and colours until the conclusion of the 2022/2023 season and spring programming.

**BEST IN CLASS**

A decorative graphic in the bottom right corner of the page, showing a stylized hand with fingers spread, rendered in a light beige or tan color.

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“Adidas Canada is very excited and honoured to be associated with British Columbia’s newest club”, said Paul Dolan of adidas Canada. “The vision and aspirations of Burnaby FC and its members go hand in hand with the adidas “best in class” mentality and the uniforms chosen by the club to represent the City of Burnaby reflect adidas quality and a unique look to stand out on the pitch and in the community with pride.”

Burnaby FC players, coaches, managers, and staff will begin wearing BFC branded adidas kit in the Fall of 2023 for the beginning of BFC programming and the 2023-2024 season.

**BEST IN CLASS**

