



## PRESS RELEASE

# S.OLIVER SUPPORTS THE FC WÜRZBURGER KICKERS FOOTBALL TEAM DURING THE CRITICAL PHASE OF THE SEASON

### **ROTTENDORF, 20 May 2016**

The FC Würzburger Kickers football team is receiving additional high-profile regional support during the critical phase: the Rottendorf-based fashion company s.Oliver will be featured prominently on the shirts worn by the Main-Franconian third-league team during both the two relegation matches for joining the second league against MSV Duisburg and in the Bavarian Toto Cup Final against SpVgg Unterhaching. Each of its three matches will be broadcast live by the ARD TV channel. The Kickers have recorded requests for more than 30,000 tickets for the relegation match at home on 20 May 2016 at 7.10 pm in their FLYERALARM Arena alone. This sees the top regional company, which has advertised with Borussia Dortmund in the past, re-entering the football business and sending out a clear signal of its great support for the three pending Kickers matches.

“As a company based in the region, s.Oliver is delighted to be able to support the Würzburger Kickers during this key phase of ascending to the second league, not only as a major fan of a passionate team, but also as a proud team shirt sponsor”, claims s.Oliver CEO Mathias Eckert. “We are first and foremost grateful to Sansibar, our partner and promoter right from the start, which was willing to offer a major and above all regional company such as s.Oliver the opportunity to advertise on our team shirts”, emphasises Daniel Sauer, Chairman of the FC Würzburger Kickers AG football club.

For the FC Würzburger Kickers, this partnership with s.Oliver is further proof of the popularity of football in the Mainfranken region and beyond. “This sends a clear sign from the region and for the region”, claims Daniel Sauer: “And the details also reveal major parallels between s.Oliver and the Kickers: the s.Oliver success story also started off here in Würzburg – and s.Oliver has meanwhile conquered the fashion world. Only a few years ago, nobody had heard of the Kickers in football-mad Germany. This is no longer the case. We regard the commitment by s.Oliver as confirmation of what the team has achieved within a very short time under head trainer Bernd Hollerbach and how the Kickers environment has evolved in the maelstrom of success. We are delighted to have s.Oliver by our side during this critical phase of the season.



## **COMPANY INFORMATION**

The s.Oliver Group, which was founded by Bernd Freier in 1969, grew into one of Europe's leading fashion companies within just a few decades. In 2014, the group achieved a brand turnover of 1.6 billion Euros and employed about 7,600 people all over the world. In addition to the s.Oliver, s.Oliver DENIM, s.Oliver PREMIUM and TRIANGLE brands, the company's portfolio also includes comma and LIEBESKIND BERLIN.

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