

New Amazulu home and away kit for 2011/12 season revealed

Embargo for 8pm

15 July 2011 – AmaZulu Football Club and adidas today unveiled the new home and away shirts for the 2011/12 football season.



Inspiration & Design

According to Kevin Jooste, the Football Category Manager at adidas SA, the home shirt takes inspiration from AmaZulu's heritage. "We decided with the club to incorporate some forrest green into the jersey, creating a link with the heritage of the club," he says.

In addition, there is an embossing of the AmaZulu logo on the back of the jersey to add value to the jersey. For the away kit the club has stuck to the traditional white with twilight green stripes.

"We are grateful to adidas for the world class kit that they have produced for the club. We would like to urge our fans to go out and buy the new jersey and wear it with pride when attending our matches," says Lunga Sokhela, the Marketing Manager at AmaZulu Football Club.

Technology

Both jerseys feature Climacool Technology- a combination of performance fabrics, open mesh and ventilation channels which keep cool air flowing in and heat and sweat flowing out. Climacool works by considering how and where the body produces heat and sweat, focussing on specific fabric and garment features in those zones.



information

The effect is that athletes stay dry, comfortable and perform at their peak in even the most heated competitions.

Retail

The new home and away kits will be available in retail stores from tomorrow 16th July at a recommended retail price of R449.

The following players will be going to the adidas store at the Gateway Shopping Mall tomorrow to sign autographs for the fans from 11am until 12pm:

- Ayanda Dlamini
- Bongani Mbele
- Mzwandile Khwela
- Allistar Wallis
- Thamsanqa Sangweni

ENDS

For further information, please contact:

Mr Zobuzwe Ngobese –Public Relations Manager at adidas South Africa

(021) 442 6200 or 073 601 9833

Zobuzwe.ngobese@adidas.com

OR

Mr. Siyabonga Mahlaba – Senior Account Manager at Magna Carta

(021) 417 5781 or 072 231 9920

siyabonga@magna-carta.co.za



information
