

## adidas unveils new home and away jersey for Ajax Cape Town

**Cape Town, 02 August, 2011:** adidas – the leading football brand – has given Ajax Cape Town a new look home and away kit for the 2011/2012 season. The new kit – which the team will use for the first time during the MTN8 Cup match on Friday evening – was unveiled at a media function at the Cape Town Stadium.

The home jersey resembles last season's jersey with the main difference being the return of the collar.

"The Ajax Cape Town jersey is a continuation of the proud tradition at Ajax Amsterdam which has seen us produce a unique, world class home jersey every season without deviating from the traditions of the club. However, and on the away we went for a younger bolder look, using tonal striping and Columbia Blue and Dark Navy," says Zobuzwe Ngobese, the Public Relations Manager at adidas South Africa.

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, and focus's specific fabric and garment features in those zones. The effect is that athletes stay dry, comfortable and perform at their peak in even the most heated competitions.

George Comitis the Ajax Cape Town CEO said, "We are proud and honoured and to be associated with adidas. They are a premium sports brand and as a football club we always strive to be the best therefore the association with adidas enables Ajax Cape Town to look the part. The kit for the new season is immaculate and when we go onto the field, from our PSL team down to our juniors, the community scheme coaches as well as all our staff, we will be proud to wear the new adidas kit which is world class".

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