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**BLACK IS BACK**

**Orlando Pirates unveil new 2013/14 home and away kit**

*16th July 2013* – [adidas](http://www.adidas.co.za/football/), the leading global football brand, earlier today revealed the new Orlando Pirates Home and Away kits for the forthcoming 2013/14 season.

Last season the Club opted for a white home jersey variation, as a celebration of some of the great Orlando Pirates team kits of yesteryear. For the forthcoming 2013/14 season though, the Club has decided to return to the more recent variation of an full black kit for their home strip.

“We are proud to once again support Orlando Pirates this season as we continue our strong relationship with this legendary club,” commented Gugu Ntuli, PR Manager at adidas South Africa. “Our designers have created what we believe will be an iconic jersey, as it further entrenches a strong emotional connection with the colour black and stimulates a pride in the jersey and the Club itself with the fans,” added Ntuli.

Other than returning to a full black strip, the jersey has also taken on a few new design elements such as V-shaped neck detail done in red piping and silver treatment of the illustrious adidas 3 stripes on both the shoulders and shorts as well as player names and numbers, moving away from the traditional white – a first for Pirates. While the away jersey remains red due to the great success and identity that has been created in this variation over the past couple of years, the away jersey will also include the same design elements used on the home jersey.

Accompanying the launch of the new Home jersey has been the *Black is Back* campaign, which was introduced during teaser stage and will be continued well into the 2013/14 season. “adidas worked closely with the Club to introduce the kit in a stimulating and fresh visual way, utilising strong and starkly contrasting campaign imagery to play up the heritage of the colour and it’s symbolism to the fans,” stated Lauren Haakman, adidas South Africa Brand Manager.

Mickey Modisane, PRO at Orlando Pirates Football Club, added: “We are excited to return to black. We also wanted to involve the Club’s most ardent supporters in the campaign because we recognise the role of our supporters in the success of our Club. ‘*Black is Back’* is a strong statement and we chose the phrase *Ezimnyama Ngenkani* to accompany it, as it perfectly describes the Club and its supporters – black and proud.”

***Technology***

The kit features the latest adidas technologies to ensure that it not only evokes pride in the jersey but gives Orlando Pirates an edge on the pitch:

**TechFit™** - Designed to help improve speed, endurance and awareness, TechFit stabilises muscles and focuses energy. This helps players to generate explosive acceleration and deliver maximum power output.

**ClimaCool™** - adidas ClimaCool technology provides a mixture of heat and moisture controlling materials, ventilation channels and 3D fabrics to improve air flow to the skin in key heat zones meaning that when the body heats up during exercise, for instance, ClimaCool ensures that the athlete remains cool.

The new home and away kit is now available at adidas Performance stores as well as many sports retailers countrywide at a recommended retail price of R649.

*Orlando Pirates will play in the jersey for the first time during the CAF Champions League game against AC Leopards of Congo at the Orlando Stadium on the 20th July 2013. However, due to tournament rules the jersey will be without the Vodacom logo on the front.*

For up-to-date news from adidas South Africa or more information about the new Orlando Pirates kit, visit [adidas South Africa news stream](http://news.adidas.com/ZA) and follow [**@adidasZA**](https://twitter.com/adidasZA) or [**#allinPirates**](https://twitter.com/search/realtime?q=%23allinPirates&src=typd) on Twitter to join the conversation.

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