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**Orlando Pirates unveil new 2015/16 Home kit**

*July 2015* – Following the successful launch of the power red away jersey in June, adidas is proud to unveil the new Orlando Pirates Football Club home kit for the upcoming 2015/16 season.

This season’s mantra is “The Spirit Never Dies”, and it speaks to the resilient and loyal nature of The Ghost, the Orlando Pirates supporter, who remains unwavering in their support and dedication to the Club through thick and thin. Orlando Pirates is more than a football club, more than just a brand…it is about community and legacy, and the stories they write go down in history forever. With that history and the supporter in mind, the new home jersey was conceptualized to enhance performance on the field, as well as remaining a trendy and fashionable item off it.

The club has retained its iconic black strip, which made a dramatic return in 2013 with the highly successful Black is Back campaign. However, this year’s jersey has lighter shading on the chest which gives it more depth and a striking, more modern look. We also see the return of the popular V-shaped neck, as well as the classic skull and crossbones embossed on the back of the jersey. The 3D badge which proudly adorns the heart of the jersey completes the design, which is on global par with adidas football giants Chelsea, Manchester United and Juventus.

“We worked with Orlando Pirates to develop what we believe is a trendy jersey that is appealing to the fans, instils a sense of pride, and further entrenches a strong emotional connection with the club” said Adrian De Souza, Senior Category Manager Football, adidas South Africa. “We are excited to introduce “The Spirit Never Dies”, an adidas Orlando Pirates campaign that encapsulates that proud heritage that the Buccaneers stand for.”

Orlando Pirates Brand Activation Manager, Tokoloho Moeketsi, is happy with the new jersey and hopes it contributes in bringing much success to the Club. “Orlando Pirates has a long tradition of having some of the best jerseys in the country and we believe this jersey ensures that we remain a market leader. We are excited by the new design and we hope The Ghost will welcome the new jersey and wear it with pride," Moeketsi says.

The Orlando Pirates Home jersey will be donned for the first time during the Carling Black Label Cup game against Kaizer Chiefs at the FNB Stadium on the 1st of August 2015.

***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:

**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. So when you see the likes of Rooi Mahamutsa and Happy Jele in the heat of battle, the ClimaCool will ensure that they remain optimally cool as they calmly collect and clear the danger from the Bucs’ box.

The home jersey is available for ladies, kids as well as infants. It will be available on the 23 July at adidas Performance stores as well as key sports and football retailers countrywide at a recommended retail price of R699.

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 **#**[**bethedifference**](file:///C%3A%5CUsers%5Cntuligug%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CJA3TIPBI%5Cadidas.co.za%5Cfootball) on Twitter to join the conversation. ‘The Ghost ’may also visit [www.adidasPiratesFans.co.za](http://www.adidasPiratesFans.co.za) to get exclusive Orlando Pirates information and competitions.

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**Note to the Editor:**

Adidas SA has been the technical kit sponsor for Orlando Pirates Football Club for over two decades.

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