



4th October 2016

ASPIRE ACADEMY selects BURRDA SPORT to kit out Qatar's next generation of athletes

Aspire Academy, one of the world's leading youth athlete academies, has chosen BURRDA SPORT to become its first ever Official Kit Supplier, in a partnership announced today.

A new collection for apparel and accessories has been designed and developed by BURRDA SPORT. The sportswear brand has worked closely with Aspire Academy for the last 12 months with input from coaches, athletes and students playing a significant role.

The news was announced by representatives from BURRDA SPORT at ASPIRE4SPORT and the Global Summit on Football Performance & Science taking place at the iconic Amsterdam Arena, home of AFC Ajax.

The news means that Aspire Academy's coaches, sport scientists and athletes will for the first time across all sports departments benefit from having just one kit supplier to cater for their bespoke high performance and life style apparel and accessories requirements.

Commenting on the announcement, Laurent Platini, Acting General Manager for BURRDA SPORT said: "We are delighted to have been appointed by Aspire Academy as its first-ever Official Kit Supplier across all of its Departments. Together, in partnership we have worked with Aspire Academy's talented students and experienced Coaches to ensure we have designed and developed a premium Collection. Performance and comfort for the end-user were at the heart of every stage of the design and production process. We look forward to supporting Qatar's next generation of athletes at this very exciting time for sports development in the region".

Ivan Bravo, Director General of Aspire Academy, said: "We are very pleased to have chosen BURRDA SPORT as our Official Kit Supplier. The brand's high level of customization and detail in design and range development for our first Collection of Apparel and Accessories together is unparalleled. We look forward to seeing our athletes benefit as a result and we look forward to working in partnership with BURRDA SPORT as we aim to develop Qatar's sporting culture and competitive sporting advantage in future".

– ENDS –

Notes to editors

About Aspire Academy:

Since opening its doors in 2004, Aspire Academy for Sports Excellence has become one of the foremost national sports academies in the world. Working as part of the Aspire Zone Foundation - an international sport destination – Aspire Academy is at the heart of a sporting revolution currently



taking place in Qatar and around the region. The Academy is conceiving, promoting and implementing game-changing excellence in sports training and elite athlete development that is enabling an entire generation of talented, disciplined and committed Qatari athletes to pursue their sporting dreams. Together with the other members of the Aspire Zone Foundation (Aspire Logistics and ASPETAR Qatar Orthopedic and Sports Medicine Hospital), Aspire Academy is developing sports champions, promoting healthy lifestyles and galvanizing the sports economy of today, and the future.

Media Contact: Hassan Mubarak Esbaiss, hassan.esbaiss@aspire.qa

About BURRDA SPORT:

BURRDA SPORT is an international sportswear brand established in 2007 operating in the design, manufacturing and distribution of customized:

Performance wear for professional and amateur teams and athletes in various sports (match kits, training and travel apparel and accessories).

Fans wear for the fans and followers of BURRDA SPORT's sponsored teams (replica jersey and accessories).

Leisure wear for a casual sport lifestyle (apparel and accessories).

Uniforms for professionals working in the sporting, health, wellness and fitness industries.

BURRDA SPORT has been the official supplier of sports apparel to leading clubs, teams, Government departments, Olympic Committees, National sports associations and Academies in football, rugby and handball around the world.

For more information, please go to www.burrdasport.com

Media Contact: Sunny Singh, ssingh@burrdasport.com

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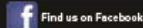
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BURRDASPORT.COM



Aspire Academy
PO Box 22287
Doha - Qatar

t +974 44136000
f +974 44136060
www.aspire.qa

أحد أعضاء
مؤسسة أسباير زون

A member of
Aspire Zone Foundation