



MEDIA RELEASE

02.08.2018

Embargoed until 2pm

SCREWFIX SIGNS AS AN OFFICIAL PARTNER OF THE EFL

The EFL has today announced that nationwide retailer Screwfix will become a proud Partner ahead of the 2018/19 EFL campaign.

The multi-million pound, three-year deal, will give exclusive experiential rights to Screwfix, with tailor-made EFL experiences throughout the tenure available to supporters of EFL Clubs and customers of the retailer.

Former Brentford and Nottingham Forest manager Mark Warburton was on hand to officially begin the partnership, visiting a local store in St Albans to meet staff, customers and try his hand in the retail industry.

Screwfix are the United Kingdom's largest multi-channel retailer of trade tools, accessories and hardware products, with the new deal providing them with a series of marketing and promotion rights across all 72 EFL Clubs, including all five Wembley finals in the fixture calendar.

Alongside the EFL's new partnership, Screwfix also sponsor all EFL coverage on Sky Sports, with 127 matches exclusively live in 2018/19 across the Sky Bet Championship, League One and League Two – including the drama of the Sky Bet EFL Play-Offs at the end of the season.

Mark Warburton said: "Partnerships such as this one between Screwfix and the EFL are vital in football as the revenue is distributed back into the game and into key areas for the EFL and EFL Clubs, including work in youth development and community initiatives.

"I think the Championship will be a really tight League this season, Stoke City under Gary Rowett look strong and I think will be the team to beat."



MEDIA RELEASE

Shaun Harvey, EFL Chief Executive, said: “We are delighted to welcome Screwfix as our new Partner. Screwfix are an important addition to the EFL’s stable of partners and, of course, already familiar to fans of our Clubs through their previous advertising around our games “

“They join us at an exciting time, on the eve of what we expect to be an exciting and inspiring Season. Judging by the activities of Clubs over the summer, it is set to be as competitive as ever with managers and players, up and down the country poised to grab the weekend headlines.

“We look forward to working with Screwfix through the forthcoming season.”

Caroline Welsh, Brand and Marketing Director of Screwfix, said: “Football plays a huge part in our customers lives and we are delighted to be the Official Partner of the EFL.

“This partnership is important to us as it allows our customers to access the games they love and fingers crossed be part of their team’s play-offs at Wembley Stadium.

“We look forward to working with EFL and bringing football even closer to our customers.”

---ENDS---

About EFL:

With 72 member clubs across three divisions, the EFL (English Football League) is the world’s original league football competition. It is the largest single body of professional clubs in European football and is responsible for administering and regulating the Sky Bet EFL, Carabao Cup and Checkatrade Trophy, as well as reserve and youth football. The EFL, EFL Trust and our member clubs are at the heart of communities across the country, providing shared experiences for all and using the power of sport to improve lives.

Further Details:

Scarlett Smith



MEDIA RELEASE

EFL PR Manager
07964 905 654
ssmith@efl.com