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### **EURONICS KICKS OFF PARTNERSHIP WITH UEFA WOMEN'S FOOTBALL**

Euronics has signed a major four-year sponsorship deal to become an official partner of UEFA Women's Football. The women's game continues to gain popularity and is on the verge of a huge publicity boost in Summer 2022 when England hosts the prestigious UEFA Women's EURO tournament in which England, Northern Ireland and 14 other international teams from across the continent will take part.

"Euronics is a proud sponsor of UEFA women's football, and we want to play our part in encouraging and empowering more girls and women to get involved in the beautiful game," says Steve Scogings, Chairman of Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group. "We believe women's football is not only a great way to promote health and wellbeing, but also helps to build confidence and self-image, as well as showcase equality and drive positive social change."

He adds, "Our aim is to support the rapid growth of women's football at all levels and, with our support, Euronics agents will become an even bigger part of their local community."

Thanks to the UEFA deal, Euronics agents will have access to a wide range of assets to promote women's football, both in-store and online; and Euronics will work with its agents to identify and support them in local sponsorship activities with girl's and women's football teams.

The UEFA Women's EURO tournament kicks off this summer on 6th July, running until the Final at Wembley Stadium on 31st July. Whether its customers buying a new 4K TV to watch the games on or purchasing a US-style fridge to keep their drinks cool, football tournaments are always a big sales opportunity for brands

and electrical retailers. And, with England and Northern Ireland as contenders for the trophy, the UEFA Women's tournament promises to be a huge deal for Euronics and for the home nations.

For further details on the UEFA Women's EURO tournament, visit <https://www.uefa.com/womenseuro/>.

For more details on being part of Euronics in the UK and Northern Ireland email: [membership@cihgroup.com](mailto:membership@cihgroup.com).

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Image can be downloaded here: <https://dmscdn.vuelio.co.uk/publicitem/56323f7c-cd43-4be1-85ca-970875986554>

#### **About CIH:**

Combined Independents (Holdings) Ltd (CIH) is an electrical buying group, part of Euronics, Europe's largest electrical buying group, which operates in over 30 countries with an annual turnover of €19 billion. With around 500 members and approximately 1000 stores across the UK and Ireland, CIH provides a range of services and benefits to support each independent electrical retailer, as well as exclusive ranges that the members' customers are unable to find anywhere else on the high street, or internet.

For further press information and images, please contact:

Jeff Hayward at Wildwood PR  
[jeff.hayward@wildwoodpr.com](mailto:jeff.hayward@wildwoodpr.com)  
Tel: 07711 617472

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