



PRESS RELEASE

Issued: Thursday 8th June 2017

With image

Yorkshire sports teams officially open new unit at LBA

A new retail unit in the departure lounge at Leeds Bradford Airport has been officially opened by representatives from Leeds Rhinos, Leeds United and Yorkshire County Cricket Club.

On Wednesday (7th June), the clubs visited the new unit, which stocks merchandise from all three clubs – as well as national retailer FatFace. The new 350 sq ft unit is the first shop that passengers will see once through security; the space for the unit was constructed over the winter months.

Within the new unit, several brands are available – FatFace, Leeds Rhinos, Leeds United FC and Yorkshire County Cricket Club. Five new jobs have been created by the opening of the unit.

Richard Aldridge, Head of Commercial at Leeds Bradford Airport, said:

“It’s great to have officially opened the newest addition to our retail offering at LBA; yet again extending shopping choices for our customers. We are pleased to welcome another national retailer at LBA and feel sure that passengers will enjoy being able to browse FatFace merchandise ahead of their travels.

“We are proud to be working with all of the sports teams in the unit and I’d like to thank them all for coming along to the official opening. Passengers are now able to buy any last minute supporter merchandise while at LBA and we hope that this will be well received.”

The opportunity to sell merchandise in LBA’s new unit was offered to several different regional sports teams.

Rob Oates, Leeds Rhinos Commercial Director, said:

“We’re really pleased to have been part of the official opening; the unit looks fantastic.

“The opportunity for Leeds Rhinos to team up with Leeds Bradford Airport in this way is perfect synergy. Leeds is lucky to have such a bustling airport on the doorstep and to be invited to showcase our retail range there, we believe, is a great chance for travellers to represent the Rhinos at their destination – just a little something extra to add to their suitcase just before they board the flight!”



PRESS RELEASE

Issued: Thursday 8th June 2017

Mike Pebbles, Head of Retail, Licensing and Merchandise at Leeds United FC, said:

“We have very much enjoyed being part of the opening of this great new unit, it’s in a great location within the airport and is the ideal place for fans to grab an LUFC item or two before jetting off. We feel privileged to be part of airport’s further development and enhanced retail offer.

“After a very successful 12 months having merchandise on sale elsewhere in the airport, Leeds United FC are pleased to continue the partnership with LBA.”

Andy Dawson, Commercial Director at Yorkshire County Cricket Club, said:

“It is brilliant to see our merchandise available in this fantastic new unit; we are pleased to partner with LBA in this way as the airport continues to thrive and expand.

“The Yorkshire County Cricket Club is a brand that is known worldwide and we believe that this is a great way to give visitors to Leeds and the wider Yorkshire area an opportunity to show their support for the Club.”

Kirsten Pottinger, Head of Partners and Customer Service at FatFace, said:

“We are pleased to be opening FatFace at Leeds Bradford Airport in time for the summer to further extend the retail choices for passengers. The new unit is fresh and inviting and we very much look forward to working with the team as part of the continual investment at LBA.”



PRESS RELEASE

Issued: Thursday 8th June 2017

Photo caption: The new unit at LBA is officially opened by (L-R) Leeds Rhinos player Ryan Hall, John McClelland of Leeds United FC, Head of Commercial at LBA Richard Aldridge, YCCC representative Shane, Lauren Forey representing FatFace and Leeds Rhinos Player Danny McGuire.



Notes for Editors:

For further information please contact: Kayley Worsley Leeds Bradford Airport, LS19 7TU
Email: kayley.worsley@lba.co.uk Tel: 0113 391 3309