

Hearts Announce Shirt Deal With Save the Children

Hearts today announced an innovative new partnership with the charity Save the Children which will see their name on Hearts home and away strips for three years starting from next season. The partnership, funded through philanthropy, will deliver a seven-figure sum which will support both Hearts and Save the Children.

Hearts owner Ann Budge told the club's official website: "It's been an amazing few weeks. A few days ago we were celebrating what we had achieved on the field, and now we're celebrating what we've achieved, or at least one of the achievements, off the field.

"It's not a commercial sponsor that we have on our shirts, but we've achieved terms through this agreement that more than equate to that. So we have lost nothing by having no commercial sponsor and gained everything, in my view.

"It's very pleasing to hear that reaction to the partnership has been overwhelmingly positive. I personally can't see any downside to this; I think it's a win-win-win for everybody. I'm delighted that the fans are happy."

Hearts Director of Football Craig Levein said "I've been involved in some important signings in my time at Hearts, but this is perhaps the most significant.

"It's such a great match, a perfect match as they're saying. It's such a good story and pretty much in line with things that are coming out of the club just now, since Ann's taken over. I'm really proud to be part of it."

SPFL Chief Executive Neil Doncaster said: "Heart of Midlothian is to be congratulated on their sporting success this season;

and also on this exciting new partnership, which will bring welcome additional funds into the Scottish game□ as well as to the most worthy of causes.”

A Scottish FA spokesperson added: “We commend Heart of Midlothian for today’s announcement, which demonstrates the strength and value of Scottish football in helping to tackle society’s inequalities, especially among vulnerable groups.

“Such innovative thinking and partnership also plays a significant part in reinforcing the reputation of the national sport in Scotland.”

It is the first time a Scottish club has agreed a permanent shirt sponsor with a national charity. Hearts say the money will be invested in repairing the infrastructure at Tynecastle Stadium and will also be invested in the club’s academy programme.