

# Utilita Energy announced as the Hibs' Official Energy Partner



Hibs have announced Utilita Energy as the club's Official Energy Partner.

Utilita Energy, Britain's leading pay-as-you-go energy provider, has initially agreed a deal with the Easter Road club that will run to the summer of 2018 as the Hibeers aim to follow up last season's Scottish Cup success with promotion back to the Ladbrokes Premiership.

Last season, Utilita Energy was the Official Presenting Partner of the Scottish League Cup.

As part of the deal, every Hibernian fan who switches to Utilita Energy can receive either a £25 voucher to be redeemed at the club shop or a £25 voucher that can be redeemed against tickets, hospitality or club events

Utilita Energy will also work with the club on a number of initiatives across Leith and beyond to engage with Hibs fans and highlight their outstanding products and offers.

Jem Maidment, Utilita Energy's Head of Communications said: "Hibernian are a huge name in Scottish football – with a magnificent fan base – so we are delighted to become the club's official energy partner.

"There is no doubt they are a club on the up: Hibernian have started the season in fantastic fashion under Neil Lennon and crowds are significantly up at Easter Road.

"We also have been hugely impressed with the Persevered

Campaign which has really caught the imagination of football fans across the east of Scotland – we cannot wait to work with such a forward-thinking club.”

Greig Mailer, Hibernian’s Head of Marketing & Commercial Operations said: “We are very pleased to announce the Club’s continued relationship with Utilita Energy, who we met and worked with during our run to the Scottish League Cup Final last season.

“Their reward scheme will see supporters who opt to switch to Utilita Energy receive a voucher to allow them to save on tickets, hospitality or merchandise in the club store.”