

Energy supplier Utilita double partnership investment in Hibs

Hibs have announced that Utilita – the Smart Pay As You Go Energy supplier – has doubled its partnership investment in the club for the 2020/21 season.

The move follows the opening of the Utilita Energy Hub in Leith by Hibs' legend Pat Stanton in February.

The Energy Hub is the first of its kind in Scotland, offering face-to-face customer service as well as energy efficiency advice and technology, access to interactive kid-friendly energy efficiency apps, and a dedicated community space that is open for the public to book and use from Monday to Saturday.



As the 'greenest club In Scotland' – and the 'third greenest club in the UK – Hibernian supports Utilita's Energy High 5 movement, which enables every household to use around £163 less energy each year by making five simple and free changes to the way their homes use energy. Anyone can sign-up to start saving, without being a Utilita customer.

Now in the fourth year of a successful partnership, Utilita will feature on the lower back of Hibs' popular new strip. Club merchandise will also go on sale at the Utilita Energy Hub in Leith.

Greg McEwan, Hibernian FC's Head of Marketing & Brand Partnerships, commented: "At a time when supporters have

rallied behind the cause – with season ticket sales exceeding 10,000 ahead of Friday's Early Bird and Seat Release deadline – we are extremely grateful to also be able to count on cherished partners like Utilita, which is one of Britain's fastest growing independent energy suppliers."

Jem Maidment, Utilita's Chief Marketing Officer, said: "We're pleased to be doubling our partnership investment in Hibernian FC at a time when clubs in Scotland are suffering due to the impact of Covid-19. The move sees us strengthen our ties with the community with the Utilita Energy Hub in Leith just down the road from the club's Easter Road Stadium.

"As 'The Greenest Club In Scotland', Hibernian FC resonates with our commitment in helping five million UK households in the UK cut their energy usage by 20 percent by 2025 through our Energy High 5 scheme."

Founded back in 2003, Utilita Energy is one of the nation's fastest-growing independent energy suppliers – currently powering more than 800,000 UK customers. It's established itself as a hugely-recognisable brand within British football, having supplied power to a number of iconic stadiums while partnering with over 20 clubs.