



AFL NSW/ACT & AFL SYDNEY PARTNER WITH XBLADES

16 February 2017

The AFL NSW/ACT are pleased to announce a new partnership with XBlades, a proud Australian company best known for its innovative football boots and also more recently for its elite apparel.

XBlades is now the **EXCLUSIVE AFL NSW/ACT APPAREL PARTNER** and have also signed a one year agreement to come on as **NAMING RIGHTS PARTNER** of **AFL SYDNEY (Seniors)**.

XBlades Australia CEO Leighton Richards said, 'XBlades is very excited with the newly formed partnership with AFL NSW/ACT. As the AFL continues to invest heavily in these two regions, which have recently produced some of the most talented emerging athletes in the system, it is ideal for our brand's expansion back in to the AFL; from grass roots to the elite level. We are looking forward to supporting **XBLADES AFL SYDNEY** - the largest AFL senior league in NSW/ACT – as it continues its impressive growth and development.'

Sam Graham, CEO at AFL NSW/ACT said, 'XBlades are a trusted and respected Australian company with strong links to the AFL. We're thrilled that they've come on board to support **XBLADES AFL SYDNEY** and to provide high quality apparel to our talent and player programmes and staff based across NSW and the ACT.'

The AFL NSW/ACT Talent and Diversity teams have already placed their first orders with XBlades. XBlades will also supply apparel to all AFL Sydney senior and junior umpires and have signed a license agreement to be an approved supplier of on-field apparel to AFL NSW/ACT leagues and clubs.

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More information can be found here: [XBlades Media Hub](#)

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