

**ENGLISH KARATE**



**FEDERATION**



**PRESS RELEASE**

**FOR IMMEDIATE CIRCULATION**

*11<sup>th</sup> September 2019*

The English Karate Federation Ltd (EKF) and Cimac Martial Arts Wear Ltd (Cimac) are delighted to announce that they have finalised a mutually beneficial and lucrative sponsorship deal.

The deal sees the EKF squad, coaches and staff benefit from being supplied top quality merchandise. The kit that Cimac will provide for the EKF ranges from adidas karate gis to adidas backpacks, and adidas protective equipment. All EKF squad members, coaches and staff will exclusively wear adidas/ Cimac whilst on international duty.

This is a real coup for the EKF to have secured a major deal with a world-renowned brand and the official martial arts distributor throughout the United Kingdom. Speaking on behalf of the EKF, Performance Director Winston Williams, said of the deal agreed, “this deal is something which both sides have worked incredibly hard on and I am delighted that we have come to an agreement which potentially sparks the beginning of a new and exciting, close working relationship. The agreement reached will be to the benefit of both sides and marks a new dawn for the English Karate Squad.”

Meanwhile, Cimac’s James Sheldon stated, “The English Karate Federation has built a strong reputation as one of the most important martial arts federations in the UK. We are delighted to be able to support their future endeavours with this deal. We’ve enjoyed a very close working relationship with the EKF team so far and we are looking forward to the growth of this partnership in the future.”

Winston Williams  
EKF Performance Director

James Sheldon  
Cimac Martial Arts Wear