

# North Carolina Football Club Announces Multi-Year Partnership with The Fresh Market

*The Fresh Market becomes the Official Grocer for both NCFC and the NC Courage*

**Greensboro, NC (September 16, 2021)** - The North Carolina Football Club has partnered with The Fresh Market in a multi-year agreement through the 2024 season, the club announced today.

Based in Greensboro, North Carolina with stores in 22 states, The Fresh Market joins The North Carolina Football Club with a focus of highlighting the club's homegrown talent and youth-to-pro pipeline through an annual content campaign featuring NC Courage players and NCFC players with the theme of, "Discover the Best."

"We are honored to partner with a North Carolina born and bred company that was voted the best Supermarket in America," Club Vice President of Corporate Partnerships, Kyle Prairie said. "Supporting equality, diversity, and inclusivity, the Fresh Market is committed to supporting the communities in which they do business, and we look forward to celebrating their 40th Anniversary in 2022 through this partnership in recognition and celebration of their employees and customers."

As the Official Grocer of the club, The Fresh Market's logo will be featured on NC Courage warm-up tops and NCFC Training shirts through the 2024 season and on the pinnies of the ball kids.

"It is exciting to be part of the growth of professional soccer right here in North Carolina," said Kevin Miller, Chief Marketing Officer of The Fresh Market. "We're especially proud to be working with the teams and the players developed through the youth program to highlight the club's homegrown talent and shine a light on our future stars and look forward to what we can accomplish together."

## **About The Fresh Market, Inc.**

Voted as the "Best Supermarket in America" by USA Today's 10Best Readers' Choice Awards, and recently included in the Newsweek and Statista Best Customer Service 2022 list, The Fresh Market helps guests discover the best with time-saving meal solutions, unique ingredients, and delicious food for any occasion. From fresh produce and exceptional meat and seafood to signature baked goods and

thousands of organic options, the specialty grocer has something to please every palate. The Fresh Market currently operates 159 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com) or follow the company on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

### ***North Carolina Football Club Ticket Info:***

Learn how you can become a season ticket member for NCFC and the NC Courage by calling 919-459-8144 or visiting the [NCFC](#) or [Courage](#) website for more information. Single game tickets for [NCFC](#) and the [Courage](#) are also available now!

