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FOOTBALL CONSORTIUM MERCURY WANTS TO REINTRODUCE THE WORLD TO WOMEN'S FOOTBALL. AFTER ACQUIRING ITALIAN FOOTBALL CLUB COMO WOMEN IN MARCH, THE GROUP HAS PLEDGED \$100 MILLION TO BUILD A PORTFOLIO OF TEAMS AROUND THE GLOBE TO RIDE THE SURGE OF WOMEN'S SPORT. NOW, NIKE HAS JOINED THE MISSION, BECOMING THE FIRST-EVER OFFICIAL SUPPLIER OF AN INDEPENDENT WOMEN'S SERIE A FOOTBALL CLUB.

"WE ARE TRUE BELIEVERS IN THE COMMERCIAL POWER OF WOMENS FOOTBALL, AND FC COMO WOMEN PRESENTED A PERFECT OPPORTUNITY TO PROVE OUR MODEL," SAYS MERCURYFOUNDER VICTOIRE COEUVINA REYNAL. FOUNDED IN 2020, THE LAKE COMO-BASED TEAM WAS PROMOTED INTO SERIE A, THE FEMALE ITALIAN FIRST DIVISION, IN THE 2021SEASON JUST A YEAR BEFORE THE LEAGUE TURNED FULLY PROFESSIONAL. THE 2024SEASON, WHICH COMMENCES ON 31 AUGUST, WILL BE FC COMOS FIRST UNDER THE OWNERSHIP OF MERCURY/13.