

## **Past and Future Are Represented in Nike Club América Home and Away Kits for 2015-16**

Leading up to the centennial anniversary of Club América, Nike honors the club's celebrated history and bright future with new home and away kits.

### **Milestone Achievements**

Celebrating the 50<sup>th</sup> anniversary of its 1965-66 league championship, Club América will take pitch this season in a new pale yellow home kit matching the look of the historic victory.

The new home shirt is pale yellow and boasts a modern and lightweight V-neck collar, trimmed at the back with a red and navy blue band. A navy blue band at the top accents the yellow socks and the club's initials "CA" on the front shin.

### **The Academy El Nido (The Nest)**

Club América is renowned for nurturing and developing young talent at their Academy, aptly named El Nido (the Nest), the foundation of *Las Águilas* (the Eagles).

The away shirt is light blue at the top and transitions into a darker shade toward the hem. A feather graphic represents the club's mascot, appears on the front and back of the jersey, and forms a series of thin spiked stripes which mingle club heritage and future opportunity.

The new kits are available on the Nike Football App starting July 22 and at Nike stores starting July 23.

While these new kits act as proud symbols of the club, they have also been designed to help players strive for new heights by providing the very latest in performance innovation, fabric technology, moisture management and environmental sustainability.

### **NIKE Dri-FIT Technology**

Nike Dri-FIT technology draws sweat away from the body to the exterior of the jersey and short, where it quickly evaporates, keeping players cooler, drier and more comfortable.

Laser-cut ventilation holes and mesh panels in key areas are designed to improve performance by increasing air circulation and helping regulate body temperature.

The jersey features engineered mesh fabric in both its front and back panels to increase airflow and facilitate enhanced movement.

### **Sustainable Innovation**

Nike places sustainable innovation at the heart of its kits through the use of recycled polyester, delivering unrivaled performance and lower environmental impact.

Each piece of the kit – shirt, shorts and socks – is constructed with recycled polyester, which is made from recycled plastic bottles melted down to produce a fine yarn then used to create the fabric. Each kit uses an average of 18 recycled plastic bottles. Since 2010, Nike has diverted more than two billion plastic bottles from landfills into recycled polyester – enough to cover about 3,500 football pitches.

By using recycled polyester, Nike is also reducing the energy consumed in the manufacturing process by up to 30 percent compared to virgin polyester. For more information, visit [nikebetterworld.com](https://nikebetterworld.com).

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