



# ETIHAD TEAMS UP WITH AL ITTIHAD FOOTBALL CLUB

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**Etihad Airways** and **Al Ittihad Football Club** have signed a partnership agreement, naming Etihad as the official airline partner for the Abdul Latif Jameel League club.

Ibrahim Al-Balawi, president of Al Ittihad FC, and Peter Baumgartner, Etihad Airways' chief commercial officer signed the agreement at the football club in Jeddah.

Al-Balawi explained the advantages of partnering with Eithad: "We are confident this partnership will have a positive impact on Al Ittihad FC, because it allows the club to extend its reach outside our home market. It will also help the club supporters to travel seamlessly on Etihad Airways' global network."

The partnership will cover a number of marketing and communication platforms, such as home

matches in King Abdullah Sports City Stadium, media conferences, exclusive club events and player appearances.

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**SOURCE: ARABIANAEROSPACE**

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