



Partnership Announcement: Inspire Girls Football Academy and WUKA Unite to Empower the Next Generation of Female Footballers

Inspire Girls Football Academy (<https://inspiregirlsfootball.com/player-pathway/inspire-girls-football-academy>) is delighted to announce an exciting new partnership with WUKA (<https://wuka.co.uk>), the revolutionary brand committed to breaking barriers in women's health and sustainability. This collaboration is set to redefine the way we support young female footballers both on and off the pitch and will be launched as part of WUKA's inspiring **#TackleAnything** campaign.

Inspire Girls Football Academy and WUKA share a vision to empower girls and young women to reach their full potential. WUKA, renowned for their innovative and sustainable period wear, is dedicated to providing young women with the confidence and comfort they need to pursue their passions without interruption.

The **#TackleAnything** campaign is a powerful initiative by WUKA designed to break down the barriers that can hold young women back—whether on the pitch or in everyday life. This partnership is perfectly aligned with the campaign's goals and will amplify our joint efforts to equip female footballers with the tools and confidence they need to excel.

Through this partnership, Inspire Girls Football Academy and WUKA will work together to:

1. **Promote Period Confidence:** WUKA will provide our footballers with their cutting-edge period wear, ensuring that no girl feels held back during training or matches due to her period.
2. **Enhance Elite Performance:** Competing at the highest level demands not only skill and dedication but also unshakable confidence. WUKA's products are designed to enable footballers to feel secure and empowered during every match and training session. By eliminating the worries and discomfort often associated with periods, our players can fully concentrate on what matters most—performing at their best and reaching their highest potential.
3. **Educate and Empower:** Together, we will launch educational workshops and initiatives aimed at breaking the stigma surrounding menstruation in sport.

These programmes will equip our footballers with the knowledge and tools they need to manage their periods confidently, both on and off the pitch.

4. **Champion Sustainability:** WUKA's commitment to sustainable practices aligns perfectly with our values at Inspire Girls Football Academy. By choosing eco-friendly period wear, we're encouraging our footballers to make choices that benefit both their health and the environment.
5. **Inspire the Next Generation:** Our joint efforts, under the banner of the **#TackleAnything** campaign, will focus on inspiring the next generation of female footballers, proving that nothing should stand in the way of their dreams—not even their period.

"We are incredibly excited to partner with WUKA, a brand that understands the unique challenges faced by young female footballers," said Sophie Hollis, Founder of Inspire Girls Football. "This partnership, as part of the **#TackleAnything** campaign, will not only enhance the physical well-being of our players but also empower them to take on the world with confidence."

Ruby Raut, Co-Founder of WUKA, added, "At WUKA, we believe that periods should never be a barrier to achieving greatness. We're proud to support the amazing work that Inspire Girls Football Academy is doing to develop strong, confident, and empowered female footballers. The **#TackleAnything** campaign is about showing that young women can overcome any challenge, and this partnership is a perfect example of that mission in action."

Stay tuned for upcoming events and initiatives as Inspire Girls Football Academy and WUKA, through the **Tackle Anything** campaign, work together to make a lasting impact in the world of women's football.

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About WUKA

A B-Corp Certified business, WUKA stands for *Wake Up Kick Ass*; the brand strives to empower anyone that bleeds by improving access to quality, sustainable period products, eliminating period poverty, and breaking the taboos and stigma surrounding periods. Founded in 2017 by Ruby Raut, WUKA was the first in the UK to produce fully leak-proof reusable period underwear that completely replaces the need for single-use pads and tampons. The brand now offers a wide range of award-winning underwear and sportswear to suit different flows, holding up to six tampons worth of period blood; the highest absorbency versus any other period products. The inclusive range offers sizing from XXS, right up to 6XL. From the Better Cotton Initiative, Organic Certified, to Vegan, PETA approved and certified Carbon Neutral+, WUKA underwear is all accredited and designed to be kind to body and planet. WUKA is an award winning business and in 2022 received the Queen's Award for Enterprise for Sustainable

Development, as well as the Sustainability Entrepreneur of the Year Award, for co-founder Ruby, at the Great British Entrepreneur Awards. WUKA is widely available in the UK including Morrisons, Superdrug, Planet Organic, Urban Outfitters, and independent retailers. Find out more about WUKA and purchase directly at www.wuka.co.uk

About Inspire Girls Football Academy

Inspire Girls Football, is dedicated to delivering exceptional football opportunities exclusively for girls. The world of girls' football is rapidly evolving, and the demand for female coaches is soaring. That's where we step in, armed with a team of expert, female FA/UEFA licensed coaches with extensive experience in nurturing young talents along every step of the football journey, from grassroots to elite levels.

Inspire Girls Football Academy is an elite girls' football programme competing in the Junior Premier League, and is part of our performance academy player pathway, providing talented young players with opportunities for growth both on and off the pitch.

At Inspire Girls Football Academy, our mission is clear: to Inspire, Develop, and Empower female players to be able to reach their highest potential, while helping to create leaders and individuals that will inspire others to do the same. Supported by experienced female and male coaches and managers, our programme is built on shared values, ensuring that every player can fulfill their potential.

