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You Can Now Wear Adidas-Branded UVI Bucs Apparel Following Signing of Three-Year Partnership Between University and Top Brand

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The University of the Virgin Islands' Department of Athletics announced Wednesday a new apparel and footwear deal with the popular sports brand, Adidas, a first of its kind partnership for the Buccaneers.

The deal links UVI and the world's second largest sportswear manufacturer together for at least three years, starting with this upcoming Fall season, the institution of higher learning made known. In addition to being the Buccaneers' official apparel and footwear provider for student-athletes, discounts will be available to alumni, students, faculty, staff, and wellness center members.

The partnership with the well-respected worldwide brand is a major coup for the university as UVI believes it will improve the visibility of the institution, benefitting the student-athletes and the U.S. Virgin Islands as a whole.

“UVI Athletics is very excited about the great new partnership with Adidas,” said UVI Athletic Director, Dr. Jerel Drew. “This is the first apparel contract that UVI Athletics has ever had so we are excited about the new partnership and what it will do for, not only our student-athletes but our institution, our alumni, and our local community.”

Adidas is the official footwear and apparel provider for more than 100 collegiate programs and with this deal, UVI joins the ranks of Division I schools like Miami, Kansas, Louisville, and Georgia Tech as part of the three stripes family, according to the release.

“Adidas is very excited about signing UVI to an all-school agreement,” said Rohn Mulkey, regional representative for Adidas Team Sales. “We look forward to providing the UVI staff, student-athletes, and family with the most innovative product in the industry and I can’t wait until I get a chance to visit your beautiful campus again.”

According to UVI, after making the tough decision to cancel winter and spring sports in 2021 due to the Covid-19 Pandemic, UVI Athletics is eager to return in the 2021-2022 season and the Buccaneers student-athletes will be donning some new official threads — the three stripes — when they take the court and the fields ahead of the upcoming season.

Adidas-branded Buccaneers apparel are available by order and will feature UVI’s new refreshed identity, which was created with the culture and tradition of the Virgin Islands in mind, UVI said.

To place an order, contact UVI Athletics at (340)- 693-1199 or email athletics@uvi.edu. Visit www.uvi.edu for more information on the new look of UVI Athletics or see this link.