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**WELCOME TO THE CLUB***FMFC brings Football Manager*™ *fans closer to the game they love*

**London, England – 2 November –** Sports Interactive™ (SI) can today reveal the newest club in football – FMFC. The latest club to make its mark on the modern game, FMFC brings Football Manager fans closer to the game they love with members being the first to get their eyes on the big news about the game.

FMFC members will also have access to a suite of exclusive content over the lifecycle of FM21 and beyond, including feature drops in the run up to the full release of FM21 and gameplay insights to help them get more out of their FM experience once they have their hands on the game.

From now until the end of the season, there will be a weekly giveaway of the FMFC jersey, as seen on the FM21 artwork and release date video. The shirt has been designed by Nomad – the studio behind the Premier League rebrand – and brought to life by our friends at Hummel and in collaboration with our long-standing partners, War Child and Kick It Out. The home shirt will only be available through FMFC.

Fans can sign up for FMFC from today at [www.footballmanager.com](http://www.footballmanager.com)

FMFC content is not only exclusive, but aims to be more relevant to fans’ needs, with insider tips and guides suitable to the games they play, and the platforms they play on. To take advantage of this, fans simply need to link their FMFC profile to their Epic Games or Steam account or by selecting which platforms they play FM on during the FMFC sign-up process.

Over time, we’ll learn more about our players and be better placed to support their journey with the right content at the right times.

By joining FMFC, fans will also enjoy contract bonuses in the form of member-only incentives and competitions as our way of saying thank you for their commitment to the club.

Anyone who signs ups to become an FMFC member before November 8th at 23:59 GMT will be automatically in the draw for a chance to win a top-spec gaming laptop and one of 100 copies of Football Manager 2021 for PC/Mac.

Sports Interactive’s studio director, Miles Jacobson, said: “The Football Manager community is heavily engaged with us and extremely passionate about the game so we wanted to create a place where we can bring the community closer to our work and reward them for their support which has been even more appreciated this year. We can’t wait to see FMFC grow over the months and years to come.”

FM21 releases on November 24th and FMFC hopes to play a part in helping fans achieve their goals over the course of the campaign.

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**About Football Manager**

Football Manager (FM) is the world’s leading football management simulation title. With more than 50 countries to manage in and a database of over 800,000 players and staff it offers an incredibly detailed and immersive experience. In FM you make all of the key decisions, from signing (and selling) players through training, team selection and tactics as you take your team to the top of the footballing world while carving out your own philosophy and strengthening your club’s identity. FM has grown to become more than just a game and has embedded itself in the football industry; the FM database is used by several clubs to help shape their recruitment strategies and thousands of professional footballers and backroom staff members are committed fans of the game. FM has become an integral part of modern fan culture; the game has not only enhanced the collective footballing knowledge of its players but has been the inspiration for several books, a stand-up comedy show and even a feature length documentary. For more information on Football Manager, visit [www.footballmanager.com](http://www.footballmanager.com).

**About Sports Interactive**

Sports Interactive (SI) is the world’s leading developer of sports management simulations. Founded in 1994, SI became a wholly owned subsidiary of SEGA in 2006. Based in Stratford, East London, the SI team includes more than 170 full-time staff members, supported by a network of roughly 1,000 part-time researchers across the globe. SI is an official partner of many major football leagues and organisations, including the Bundesliga, LFP, the EFL and the League Managers Association, as well as numerous charities and not for profit organisations. Further information on the studio and its work can be found at [www.sigames.com](http://www.sigames.com).

**About SEGA® Europe Ltd.:**

SEGA® Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA CORPORATION, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Interactive Entertainment Europe. SEGA wholly owns the video game development studios Two Point Studios, Creative Assembly, Relic Entertainment, Amplitude Studios, Sports Interactive and HARDlight. SEGA Europe’s website is located at [www.sega.co.uk](http://www.sega.co.uk/)