

# Dundee seal deal with Utilita Energy to boost youth

Dark Blues link up with UK's leading smart pre-pay provider

"We are delighted to begin this partnership with Utilita Energy. It's a fantastic opportunity and unique way for fans to support our Youth Development and we would urge any fans who feel this would be right for them to switch to Utilita."

**John Nelms, Dundee FC Managing Director**

Utilita Energy is proud to confirm it has become the Official Energy Partner of Scottish Premiership club, Dundee FC.

Utilita will work closely with the Dens Park outfit to engage with its large support across Tayside and beyond, offering a host of incentives.

And for every Dundee fan who switches to Utilita Energy, the club will receive £25 towards the Dark Blues' Youth Development programme.

Every fan can also look forward to receiving a free industry-leading smart meter & installation, NO standing charges AND limited edition exclusive Dundee-branded cover\* for their In-Home Display.

Utilita Energy has held a Price Commitment since 2008 to be cheaper than the Big Six energy suppliers\*\*. It is also a Which? Top Five Energy Supplier for Customer Satisfaction.

Last season Utilita Energy was presenting partner for the Scottish League Cup and is delighted to continue its growing relationships in Scottish football.

Jem Maidment, Head of Communications at Utilita Energy, said:

"We are committed to Scottish football and are absolutely delighted to officially partner with Dundee.

“We are particularly happy that additional revenues will be ring-fenced for the Dark Blues youth set up – these academies are the lifeblood of so many clubs and to help try and unearth the club’s next generation of stars is absolutely fantastic.”

John Nelms, Dundee FC Managing Director, said:

“We are delighted to begin this partnership with Utilita Energy. It’s a fantastic opportunity and unique way for fans to support our Youth Development and we would urge any fans who feel this would be right for them to switch to Utilita.”

Dundee fans can sign up now by going to [www.utilita.co.uk/switch](http://www.utilita.co.uk/switch) and typing in the promo code ‘**DUNDEE**’ when switching – or call **0345 206 8777** and quote ‘**DUNDEE**’.

More details are available on [www.utilita.co.uk/dundee](http://www.utilita.co.uk/dundee)

## ENDS

\*Based on Ofgem medium consumption (12,500 kWh for gas and 3,100 kWh for electricity) and using the best Dual Fuel standard variable prices available to prepayment customers from the Big Six suppliers.

For media enquiries please contact:

**Lyndsey Clark**

Progress Sponsorship & Communications  
07703 987 098

[lyndsey@progress-sc.com](mailto:lyndsey@progress-sc.com)

## About Utilita Energy

Since 2003, Utilita Energy has established itself as Britain’s leading supplier of smart Pay As You Go energy – more than doubling its number of customers in 2014/15 alone.

Utilita Energy is the only supplier focused solely on the needs of Pay As You Go energy users. Its success has been built on recognising the importance of delivering responsive aftercare to Pay As You Go customers. Offering a fairer energy deal to lower income and energy-conscious households, Utilita Energy is committed to maintaining its Price Commitment and developing user-friendly ways to Pay As You Go. Every customer is provided with free smart meters, allowing them to top-up their energy remotely, and monitor their usage and credit balance in real-time, enabling them to take control of their energy spend.

To find out more about Utilita Energy visit [www.utilita.co.uk](http://www.utilita.co.uk)