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UNITED CITY FOOTBALL CLUB (UCFC) ANNOUNCES
LOGO DESIGN WINNER

THIS IS THE FIRST OF MANY FAN ACTIVATION INITIATIVES,
SAYS UCFC CO-FOUNDER GOTTSCHALK

Photo Caption: Winning logo entry by Gerard Andaya

29 JULY 2020 - MANILA, PHILIPPINES: Days after the announcement of United City Football Club's successful takeover of the Negros-side club, UCFC made it known to the Philippines football scene that it would put the fans at the forefront of everything it does: By launching a logo design contest, which allowed the fans to contribute and be part of the club's ongoing history.

UCFC co-founder Eric Gottschalk explained the mechanics, "This first of a kind competition gathered three hundred one (301) design entries from around the world, ninety-five (95) of which came from the Philippines. UCFC players and staff then conducted the shortlist of the top five (5) logos, while one thousand (1,000) fan votes were received. The winning logo got fifty-eight percent (58%) of the total votes. This is only the beginning of many fan activations, as we intend to be a club focused and dedicated to our fans."

The winning logo was created by Gerard Andaya of Grit Sports, who also provided the crest description as, "A circular crest not too different from its original identity to acknowledge the roots of the club. With two (2) stars which pay tribute to the origins of the "Ceres-LaSalle" & "Ceres-Negros" heritage."

He also describes the center of the logo as a "Geometric patterned football to represent that football is at the center of the club's existence, while the symmetry of the ball stands for "Unity & Stability."

The solid outer circle on the other hand, "Symbolizes the solid fans, being the club's foundation that holds everything together," adds Andaya.

Andaya won Ten Thousand Pesos (P10,000), plus a customized jersey.

Apart from Andaya, there were ten (10) other fans who won customized jerseys; their names are as follows: Cicile Casmiro, Aero Estrellado, Mark Galang, Kim Angara, Frederick Ajose, Joseph Ubas, Rene Divina, Hannah Vergara, Novy Salas, Loue Salvado.

Mechanics on how to claim the prizes will be announced on the club's Facebook account.

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ABOUT UNITED CITY FOOTBALL CLUB:

Established in 2020, the Philippine-side intends to be a club of the people, the pride of the nation and a place to live your dreams, with fans at the forefront of everything it does.

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