



**Waterloo Minor Soccer Club**  
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## WATERLOO MINOR SOCCER CLUB (WATERLOO UNITED) CHOOSE INARIA AS APPAREL PARTNER

Waterloo United choose INARIA!

Waterloo, ON. (October, 2018) – The Waterloo Minor Soccer Club is happy to announce that the club will wear custom kits made by INARIA, a leading designer and manufacturer of soccer equipment and apparel.

“We are excited to partner ourselves with a soccer brand like INARIA,” Paul Burns, Executive Director, Waterloo Minor Soccer Club said of the partnership. “This partnership will bring a fresh identity while preserving Our Clubs rich history. The association between WMSC and INARIA exemplifies the Clubs standards to better influence the beautiful game within our community, and our nation!”

Starting with the 2019 Season and running through to 2021, WMSC Grassroots Development, Competitive and OPDL teams will put on custom kits and apparel produced by INARIA. Plans for the new kits have not yet been shared, but an official release is scheduled on October 26, 2018.

“Waterloo United is an exciting signing for us,” said Saverio Michielli, Managing Partner at INARIA. “We’re looking forward to doing some great things together – starting with the kits.”

### **About INARIA**

Founded in ‘99 in Toronto, INARIA is a boutique soccer brand specializing in truly custom kits, team apparel and in-house embellishment services. In Italian, INARIA translates to “inside the 18 yard box,” but in the world of soccer, INARIA means unmatched customization and bespoke kits. The company’s sole objective is to help you create a look that is as unique as you and offer best-in-class resources to help you get there. More info can be found at [inariasoccer.com](http://inariasoccer.com)