

# NEWS RELEASE



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## Better protection and unity in the FC Midtjylland ranks

Last month Wiley X announced a strategic partnership with the Danish football club FC Midtjylland. This partnership has now succeeded with two exciting news:

The FCM sunglasses

The FCM - Wiley X Coin Check

THE FCM SUNGLASSES  
FC Midtjylland and Wiley X have in cooperation designed the new FCM glasses, which can be recognized by the FC



Midtjylland's wolf logo on the lenses and the club logo inside the temple. The glasses come in a specially designed case with FCM & Wiley X logo, and included is also a matching cloth bag.

The glasses have been designed according to the true Wiley X vision and offer certified eye protection according to European standards for safety eyewear. The smoke grey lenses are made from shatterproof polycarbonate and placed in a cool and strong wrap-around frame in nylon.

FC Midtjylland and Wiley X look forward to present the FCM sunglasses to the FCM fans at the next home match on Sunday 15th of May. FCM and Brøndby are level on points, so it will be a hell of a battle when the Wolves meet Brøndby at the MCH Arena in Herning. Therefore, Wiley X advises you to bring your Wiley X certified safety eyewear, or hurry up and purchase one of the first 500 copies of the FCM sunglasses in Ulveshoppen.

THE FCM – WILEY X COIN CHECK

FC Midtjylland & Wiley X have as the first ever introduced the traditional "Coin Check" into a Danish football club. "Coin Check" was invented during the 1st World War, when a lieutenant from the Army Air Force made a coin to his soldiers in order to strengthen the unity and team spirit within the unit.

The coin became a grand tradition and is still used today in military and police units around the world along with the American NASCAR and NFL (National Football League).

FC Midtjylland & Wiley X hope that the FCM – Wiley X Coin Check will symbolize unity, encouragement and support to the Wolves from FC Midtjylland.

Buy the FC Midtjylland eyewear on this link: [www.ulveshoppen.dk](http://www.ulveshoppen.dk)