Richmond Ivy Unveils Inaugural Kits with CarMax as Front of Jersey Partner

RICHMOND, VA (Thursday, April 25, 2024) – Richmond Ivy Soccer Club is thrilled to unveil their inaugural season kits, with CarMax, the nation's largest retailer of used vehicles, as the front-of-jersey sponsor and Sabra, America's No. 1 most loved hummus, as the jersey sleeve partner. The Made of Many Kit and the Climbing Ever Higher Kit will serve as the club's first jerseys, home and away respectively. Both kits feature fully customizable designs by Alex Kocher, courtesy of hummel Pro North America.

CarMax is committed to elevating and increasing the visibility of women's sports and is a proud partner of the National Women's Soccer League (NWSL), Women's National Basketball Association (WNBA) and several women's professional sports teams nationwide. CarMax's partnership with the Richmond Ivy builds on the company's support of Richmond-area teams, including the Kickers, Flying Squirrels, University of Richmond Basketball and Women's Athletics, and VCU Basketball.

"It's incredibly exciting to see the return of pre-professional women's soccer to Richmond," said Sarah Lane, SVP, Chief Marketing Officer at CarMax. "We're proud to further our commitment to raising the visibility of women's sports and we are thrilled to extend that support in our hometown of Richmond. We look forward to supporting the Ivy during their inaugural season alongside our associates this year. We hope the Richmond community embraces the club and joins us at a game this summer."

"As a proud member of the Richmond community, Sabra is thrilled to support this milestone moment for women in sports through our support of the Richmond Ivy," said Catherine Davidson, VP of Quality, Health, Safety and Environmental for Sabra, who was part of club's naming committee. "Sabra is committed to nourishing our communities through quality, fresh food that spreads joy every day, and we couldn't be more excited to extend that spirit of joy onto the field with the inaugural Ivy team. We'll be cheering them on all season alongside the entire Richmond community."

Fans can now order and customize their Made of Many and Climbing Ever Higher kits at the club's new official online storefront at shoprichmondsoccer.com.

"We're honored to have community-driven partners like CarMax and Sabra support and invest in women's soccer here in Richmond," Drew Norris, Richmond Kickers and Richmond Ivy SC Vice President of Corporate Partnerships said. "Richmond Ivy SC brings a higher level of competition to women's soccer in the region and we're excited to work with partners that want to help grow the world's game in their backyard."

With the shadow of ivy vines climbing up the body of the jersey, the Made of Many kit embodies the looming presence of our squad as players and fans of women's soccer in Richmond enter into the W League's pre-professional space. Behind the leadership of Sporting Director Madeline McCracken and Head Coach Kimmy Cummings, we are a team that is #madeofmany. Every leaf on the jersey reminds us of every athlete, fan, and supporter — in the Richmond region and beyond — that helped to bring our team to life. As the Ivy enter into the 2024 season, they do so with the whole of Richmond behind them.

The Climbing Ever Higher kit will serve as the secondary jersey for Richmond Ivy. With interlocking vines climbing up the middle of the jersey over a column of brick orange, the jersey represents Richmond Ivy's aspirations as a team and a club both in this season and beyond. We are grounded by the historic brick buildings around us but, as Ivy, we intend to grow beyond them; to write our own history as the club embarks on its inaugural season.

The Made of Many Kit will serve as Richmond Ivy's primary jersey during the 2024 inaugural season with the jersey making its debut when the Ivy open their regular-season play at City Stadium on May 11, 2024 against the Virginia Marauders.

Tickets and opening night group packages for the Home Opener are available at https://www.richmondivy.com/tickets.

About CarMax

CarMax, the nation's largest retailer of used autos, revolutionized the automotive retail industry by driving integrity, honesty and transparency in every interaction. The company offers a truly personalized experience with the option for customers to do as much, or as little, online and in-store as they want. During the fiscal year ended February 29, 2024, CarMax sold approximately 770,000 used vehicles and 550,000 wholesale vehicles at its auctions. In addition, CarMax Auto Finance originated more than $8 billion in receivables during fiscal 2024, adding to its more than $17 billion portfolio. CarMax has 245 store locations, nearly 30,000 associates, and is proud to have been recognized for 20 consecutive years as one of the Fortune 100 Best Companies to Work For®. CarMax is committed to making a positive impact on people, communities and the environment. Learn more in the 2023 Responsibility Report. For more information, visit www.carmax.com.

About Sabra Dipping Company, LLC

With a rich history dating back to 1986 in Queens, New York, Sabra Dipping Company, LLC is a leader in the refrigerated dips and spreads category and producer of America's iconic hummus brand. Hummus is a delicious and remarkably versatile plant-based dip, embraced by Americans across diet preferences. Proudly producing a variety of hummus and guacamole dips, Sabra exists to unite and delight the world around planet positive food.

Sabra hummus is made with wholesome chickpeas grown in the Pacific Northwest on family-owned farms and produced in Chesterfield County, VA. Sabra is headquartered in New York. Sabra's range of products includes offerings that are suitable for lifestyle choices like non-GMO**, vegetarian, gluten-free, kosher, and vegan items and can be found nationwide in club stores, supermarkets, specialty retailers, through food service and at online retailers.

Find Sabra at www.sabra.com, www.youtube.com/sabra, www.facebook.com/sabra, www.instagram.com/sabra, www.twitter.com/sabra and www.pinterest.com/sabradips.

**Not made with genetically engineered ingredients.