

FXPRIMUS launches groundbreaking new campaign across all its media channels giving traders the opportunity to meet their MCFC Heroes

9 March 2016, Limassol Cyprus, [FXPRIMUS The Safest Place To Trade](#) has announced the launch of a groundbreaking new competition giving traders the opportunity to meet their MCFC Heroes.

The MEET YOUR HEROES campaign honours the official FX Trading Partnership between FXPRIMUS and Manchester City FC (MCFC), one of the most successful football clubs in the UK. It provides both Manchester City FC fans, as well as new traders and existing FXPRIMUS clients, with the chance to enter an exclusive prize draw for a rare face-to-face meeting with members of the MCFC first team at the City Football Academy, the Club's elite training and development facility.

The all new competition, which is housed on a bespoke microsite www.MCFCHeroes.com, will be promoted across FXPRIMUS and Manchester City's online channels to encourage participants from all around the world to join the draw and be in for their chance to win this prize, which has never been offered before in the FX industry.



Director & CEO of FXPRIMUS, Terry Thompson commented: “This innovative new competition marks the biggest activation of our partnership to date, and offers a very real opportunity for traders and fans to win a ‘money can’t buy’ experience with their footballing heroes. With this campaign, we plan to gently introduce the world of safe trading to new target markets whilst simultaneously incentivising them with a quite remarkable prize that is yet to be offered to forex traders, notwithstanding the large numbers of football sponsorships within the industry.”



About FXPRIMUS

FXPRIMUS offers one of the most secure online trading environments available anywhere in the forex industry. Its industry-leading safety mechanisms are built to withstand any unexpected market volatility and to fully protect client funds. The company enables clients of all experience levels to trade multiple instruments including forex, commodities, energies and indices, via a range of advanced web and mobile trading platforms. Clients of FXPRIMUS are supported through their unparalleled trading experience with the most innovative tools and resources, and best financial education, supported by our celebrated Head of Investment Research, Marshall Gittler. The company also actively empowers its traders of all experience levels with the skills and the knowledge to make effective trading decisions, helping them to achieve sound financial success. In January 2015, FXPRIMUS announced its official partnership with Manchester City Football Club.

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About Manchester City Football Club

Manchester City FC is an English Premier League club whose roots began in East Manchester in 1880 as St Mark's West Gorton. It officially became Manchester City FC in 1894 and has since then gone onto win the European Cup Winners' Cup, four League Championship titles, including two Premier League titles in the last three years (2012, 2014), and five FA Cups. Manchester City FC is one of four teams comprising the City Football Group and counts New York City FC, Melbourne City FC and Yokohama F-Marininos among its sister clubs.

Under manager Manuel Pellegrini, the Club plays its domestic and Champions' League home fixtures at the Etihad Stadium, a spectacular 55,000 seat arena that City have called home since 2003. Today, the Stadium sits on the wider Etihad Campus, which also encompasses the City Football Academy, a world leading first team training and youth development facility located in the heart of East Manchester. Featuring a 7,000 capacity Academy Stadium, the City Football Academy is also where Manchester City Women's Football Club and the Elite Development Squad train on a daily basis and play their competitive home games.

For more information, please visit www.mcfc.co.uk