



hey girls...

we're good for sport...



how Hibernian Football Club partnered with hey girls...

Hibernian FC teamed up with Hey Girls to tackle period poverty in football, installing Free Vend Units in their bathrooms.

Through this partnership, free period products are now available in supporter toilets at Easter Road Stadium, marking a significant step in making football more accessible for all.

Hibernian FC is the first professional football club in Scotland to collaborate with Hey Girls in this way. This move is hoped to inspire other clubs to follow suit, ensuring no fan misses out on supporting their team due to lack of access to period products.



periods in sport



period dignity for communities



the need...

With 1 in 5 people experiencing period poverty in the UK, providing free period products in this way means no supporter, player or staff member has to miss out on enjoying the sport.

the impact...

By offering free period products at Easter Road Stadium and their Training Centre, Hibs ensures that no fan or player has to choose between managing their period and enjoying the game. This initiative reflects the club's commitment to making football a truly inclusive and accessible space for everyone.

the products...

Hibs FC installed co-branded Free Vend Units and mini troughs filled with Hey Girls disposable periods pads and tampons.



"Hibernian FC has always been a Club with its roots at the heart of its local community. Providing free period products from a local social enterprise was a no-brainer."

more from the team...

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We have fully stocked our bathrooms for supporters, players, staff, and anyone visiting the Stadium to access, regardless of what team they support. We have also extended this to our Training Centre, so nobody will ever be caught short when visiting Hibernian FC"

Lauren Dunn, HR Assistant at Hibernian FC



Want to get the period dignity conversation flowing for your team? Say hey to Jemma now: Jemma@heygirls.co.uk

say hey...

