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Adobe unveils Alessia Russo and Khiara Keating as ambassadors for the Adobe Women's FA Cup

- Arsenal striker, Alessia Russo and Manchester City Goalkeeper, Khiara Keating join forces with Adobe to elevate the Adobe Women's FA Cup and grow the women's game
- Ambassadors are supporting Adobe to inspire a new generation of women and girls to get into football and help fans, and clubs, creatively capture and share their stories with Adobe Express
- Star duo feature in Adobe Women's FA Cup video celebrating the resilience and courage of players

London – 4 March 2024 – Adobe today announced two of women's football's brightest talents, Arsenal striker, Alessia Russo and Manchester City Goalkeeper, Khiara Keating, as Adobe Ambassadors supporting the [Adobe Women's FA Cup](#), ahead of the weekend's quarter-final clashes.

The new Adobe Ambassadors will support the company in its mission to increase fan engagement, inspire the next generation of young girls who dream of becoming professional players, and elevate the profile and reach of the competition. The partnership supports over 460 clubs from the start of the season in September each year and runs for a minimum of three years.

Since Adobe's announcement as lead sponsor for The Women's FA Cup, it has provided all clubs with free [Adobe Express Premium](#) membership and will run workshops to help teams collaborate and design standout content quickly and easily. This will enable clubs to connect with their fans on match day and beyond, promote themselves throughout the season, design promotional content such as brand kits and club crests, and produce marketing content needed to increase sales of merchandise and match-day tickets.

Interest in women's football has soared in recent years, resulting in record levels of participation among women and girls. The number of female teams registered has more than doubled since 2017, with more than 12,000 sides competing in England and the Channel Islands in 2024, according to research from the BBC.

Adobe ambassadors, Alessia Russo and Khiara Keating will attend, and front select [Adobe Express](#) workshops made available to clubs and players in the Adobe Women's FA Cup. For amateur clubs, having access to Adobe Express will dramatically increase productivity for anyone creating marketing and social media content, and the use of Generative AI features means static, animated and video assets can be resized automatically and published directly to multiple social platforms.

Adobe Women's FA Cup Ambassador, **Alessia Russo** commented:

"There are incredible people working, volunteering, and playing at clubs across the country. But too often, amateur sides in particular, don't have the time, money, or skills needed to create content that gives our game the attention it deserves.

"The progress made so far in women's football is amazing, but if we want to continue this, Adobe's mission to support clubs across the footballing pyramid, through the power of creative technology will be pivotal. By doing so, the game will touch millions more, empower women and girls everywhere to fulfil their dreams and in turn, leave a lasting legacy to be proud of."



Alongside supporting over 460 clubs, Alessia Russo and Khiara Keating will play a key role in motivating a new generation of players in women's football in upcoming social media campaigns and activations.

Adobe Women's FA Cup Ambassador **Khiara Keating** added:

"There are millions of girls out there who may not have discovered their love for football because they haven't been exposed to it yet or for those that have, many still don't think it could be a career for them. What I hope we'll do with Adobe is not only bring more fans to the competition but also encourage young girls and women everywhere to believe in their dreams. I'm absolutely buzzing to be a part of that!"

Simon Morris, Vice President of International Marketing at Adobe added:

"We've seen the magic of the Adobe Women's FA Cup spread across the nation, with sold out matches, celebrated scores, and fan engagement across social rising by staggering numbers round after round. But there are still so many more fantastic stories needing to be told, with so many hungry to tell them. The speed of, and access to, Adobe Express will help fans, clubs and players build connection and community that wins hearts and minds. And Alessia and Khiara's stories will inspire bold dreams across a generation, lived out on the pitch for years to come."

Adobe was announced as lead sponsor of the Adobe Women's FA Cup in November 2023, as part of a deal that will remain in place until at least 2026.

- Watch the [Adobe Women's FA Cup video](#) featuring Alessia Russo and Khiara Keating
- Find out more about [Adobe Express](#) and check out the latest Adobe Women's FA Cup fan templates online.