# Wrexham AFC launches comedic advert with 50% discount on kits



Wrexham AFC, the Welsh football club co-owned by Hollywood stars Ryan Reynolds and Rob McElhenney, has launched an eye-catching advert aimed at encouraging fans to purchase club kits during a promotional sale. The promotion offers a substantial 50% discount on all kits until 5 March. The comedic advert leverages the fame of its high-profile owners to deliver a unique marketing appeal that stands out in the football community.

In the video, Reynolds, donning the Wrexham kit, opens with a statement about the club's recent announcements, specifically mentioning significant player signings in the latest transfer window. McElhenney, also wearing the kit in different segments of the advert, expands on the club's plans for a revamped stadium. The duo shares candid humour regarding the financial aspects of running a football club, with Reynolds quipping, “Running a football club is like lighting money on fire except it doesn't keep you warm.” McElhenney chimes in with a visual metaphor, stating, “Picture a black hole. Now throw your wallet in it,” effectively communicating the financial commitment they have undertaken.

The Hollywood pair have committed an estimated £20 million of their own money into the club since acquiring it in 2020 for £2 million. This investment has included a loan of £9 million and financial backing resulting from a continued effort to elevate the team's position in League One, where they have notably broken their transfer record eight times in the last five years. The latest investment saw the club acquire Reading's Sam Smith in a seven-figure transfer and sign former Premier League forward Jay Rodriguez, helping to build a competitive squad.

The tone of the advert, while light-hearted, does touch on the challenging financial reality the owners face. “You may think it's all fun and games but you haven't received a call from Rob McElhenney at 3am screaming bloody murder that this thing is bleeding me dry every single f\*\*\*ing week,” Reynolds concludes, which adds a humorous yet stark insight into the pressures of managing the club.

The promotional video has generated buzz among fans, who appreciated the marketing strategy, though some expressed frustration when Wrexham’s official website reportedly crashed under the weight of traffic as supporters rushed to make purchases following the ad's release.

This marketing initiative coincides with ongoing headlines surrounding Reynolds' personal life, particularly the highly publicised legal battle involving his wife, Blake Lively, and actor Justin Baldoni. The backdrop of legal issues does not appear to have overshadowed the owners' focus on the club, as they continue to leverage their celebrity status for Wrexham AFC's growth and connection with its fanbase.

The humorous yet straightforward approach taken by Reynolds and McElhenney could be seen as a reflection of their enthusiasm for their adopted club, making the invitation to buy kits an engaging and noteworthy event in the club's promotional journey.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.goal.com/en-us/lists/wrexham-2024-25-kit/blt18efc1a2235b7c62> - This URL supports the claim about Wrexham's kits and their partnership with Macron as the official kit supplier. It also mentions the United Airlines sponsorship deal, which is relevant to the club's promotional activities.
* <https://shop.wrexhamafc.co.uk/product-category/player-kit/24-25-home-kit/> - This URL provides information about Wrexham's 2024-25 home kit, which is part of the promotional sale mentioned in the article. It lists various kit items available for purchase.
* <https://www.prnewswire.com/news-releases/united-airlines-debuts-new-limited-edition-wrexham-afc-amenity-kits-and-pajamas-302151353.html> - This URL corroborates the partnership between United Airlines and Wrexham AFC, including the creation of limited-edition amenity kits and pajamas inspired by the team. It highlights United's role as a sponsor.
* <https://www.wrexhamafc.co.uk> - This is the official website of Wrexham AFC, which would have information about the club's activities, including promotions and marketing strategies. It likely crashed due to high traffic following the promotional video.
* <https://www.noahwire.com> - This URL is the source of the original article, providing context and details about Wrexham AFC's promotional activities and the involvement of Ryan Reynolds and Rob McElhenney.
* <https://en.wikipedia.org/wiki/Wrexham_A.F.C.> - This URL provides general information about Wrexham AFC, including its history, ownership, and recent achievements. It supports claims about the club's background and current status.
* <https://www.dailypost.co.uk/news/north-wales-news/wrexham-afcs-loss-making-owners-31109289> - Please view link - unable to able to access data