

Cardiff City sign new digital partnership



Cardiff City have signed an official partnership with online medical consultation service VideoDoc.

VideoDoc's platform will be promoted alongside the English Football League (EFL) Championship club's social media channels and official app. Neither the financial terms nor duration of the agreement have been made public.

"We're delighted that VideoDoc have become an official digital partner of Cardiff City," said Ken Choo, chief executive of Cardiff City. "I'm sure that they will enjoy being part of the club's vast and ever-growing digital community and hope that our supporters will benefit from what VideoDoc's online doctors consultancy service has to offer."

Mary O'Brien, chief executive at VideoDoc, added: "We are honoured to be working with Cardiff City and delighted to become the club's official digital partner.

"It is an exciting partnership that will present benefits to all involved. With VideoDoc, supporters and their families can get well sooner by seeing our doctors instantly; this means they can spend more time doing the things they enjoy - like watching and supporting Cardiff City."

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