

MEDIA INFORMATION
FINAL

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Bradford's legendary Bulls back district's UK City of Culture ambitions

Bradford's UK City of Culture 2025 bid has welcomed the city's legendary Bradford Bulls as its newest official founding partner, hot on the heels of the government's Department for Digital, Culture, Media & Sport (DCMS) announcing a record number of entries for the game-changing cultural contest.

Last week, Bradford district was officially named as one of 20 UK cities bidding for the title, the highest number of entries in the competition's history and a resounding show of confidence in the transformational impact the designation can afford.

Bradford's bid has attracted overwhelming support from organisations across the district, with the Bulls making a fitting addition having played an instrumental role at the heart of Bradford's sporting scene for more than a century. Earlier this year, the club returned to their historic home at Odsal Stadium in the city centre, having relocated to Dewsbury two years earlier.

Nigel Wood, Bradford Bulls chairman said: "The Bradford UK City of Culture bid is a landmark bid for the district and hopefully, if successful, it would represent a major boost for our city. It would allow the full variety, diversity and rich culture of our city to be shared nationally, its proud history and its confident future.

"Bradford Bulls want to back this bid collectively and on a personal basis, as one of many proud Bradfordians in the club, I would wish to extend my very best wishes in support of the bid. As a club, we will do all we can to make the bid a success. Bradford Bulls are proud to represent Bradford as much as the Rugby League people of this city are proud to be associated with Bradford Bulls. This can only be a positive for everybody."

The Bulls join more than 30 businesses from across the district showing their support for the bid, with other major partners announced in recent weeks including Bradford City Football Club; The Broadway, Bradford; Emerald Publishing Group; Morrisons and Rushbond PLC.

Shanaz Gulzar, chair of Bradford 2025, said: "Sport has always been a major part of the whole district's cultural identity. The two are intertwined, especially in terms of their positive impact on health and wellbeing. We welcome the Bradford Bulls as founding partners, and we're excited to see

what opportunities we can explore together as we look to create a winning cultural programme for 2025.”

Six longlisted cities will be announced by the DCMS at the end of September 2021, and then a final shortlist of three cities will be revealed in March 2022 before the winning UK City of Culture is named in May 2022.

Businesses and organisations of any size and any location can get involved and help to support Bradford 2025 in a variety of ways including sponsorship and partnership packages. To find out more email mick.chandsoor@bradford2025.co.uk.

Notes to Editors

Twitter: @Bradford2025

Facebook: [/bradford2025](#)

Website: www.bradford2025.co.uk

Bradford 2025 is the city’s bid to be UK City of Culture 2025, the bid will be submitted in 2021. Awarded every four years by Government the UK City of Culture title has had a transformational impact on previous host cities, securing millions of pounds of investment and acting as a catalyst for creative place-making and culture-led regeneration. Bradford joins a number of cities and areas competing for the title, with Lancashire, Medway, Gloucester and Southampton also having announced their intentions to bid.
<https://bradford2025.co.uk/>