



THREE KINGS UNITED FOOTBALL CLUB INC.

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Three Kings United Football Club Launches New Logo

Three Kings United Football Club has launched its new logo to tie in with its 20 years of amalgamation.

The new logo features a Kings Crown, which can also be read as three Kings seated together “united”.

It also features Mountains, which provides a sense of geographic “place” by referencing the Three Kings Tupuna Maunga (ancestral mountains) that are known to Maori in Auckland as Te Tātua-a-Riukiuta. These are iconic to New Zealand and in the new logo, it doubles as a stylized king’s crown.

The final aspect of the new logo is a shield, which is commonly used in sports club logos.

Three Kings United Football Club (TKU) was formed in 1997, through the amalgamation of Eden Football Club and The Mt Roskill Football Club. This amalgamation immediately created the largest football club in New Zealand and arguably the largest team sport club in New Zealand.

The club currently has approximately 2000 registered players with over 1700 of those under the age of 18. Overall the club engages with approximately 7,000 people in the Roskill, Eden, Mt Albert community, including friends and families of playing members. Additionally, during the season about 70 visiting teams from across Auckland account for a further 2000 users of the facility in a weekend.

Club President Murray Holdaway says “The clubs mission is to “Unite the community through the provision of football for everyone and the new logo represents this unity and ties back to the community”.

ENDS

For more information or to register for the 2018 season, please contact Three Kings United General Manager Steve Reid: sreid@threekingsunited.org.nz 09 625 4834.