



Riker Danzig Partners with New York Red Bulls

Riker Danzig is pleased to announce it has established a sponsoring relationship with the New York Red Bulls soccer team as an Official Marketing Partner.

Riker Danzig partner Gerald Liloia, chair of the Firm, explains that the partnership is a strategic move on the part of Riker Danzig to take advantage of the exploding appeal of major league soccer while providing a value-added entertainment opportunity to select clients. “The Red Bulls are an exciting team for us to associate with. Their combination of experienced veterans and fresh talent makes them formidable opponents on the field,” Liloia said. “Add to that their beautiful, new arena in Harrison, and you’ve got a first-rate sports experience to provide your clients.” He also noted, “The growing appeal of soccer caught our attention, and we are now thrilled to be working with the fine Red Bulls organization.”

Recently, Riker Danzig hosted the Red Bulls at a soccer clinic for local children held at Morristown High School. Nearly 100 children participated, and were treated to personal coaching from Red Bulls player and Morristown High School graduate Connor Lade.

The Red Bulls are currently ranked 2nd in the Eastern Conference of Major League Soccer, and boasts such high-profile players as Thierry Henry, Tim Cahill and Luis Robles.

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