

hoops



OFFICIAL PROGRAMME

PRICE - THREE POUNDS

CELTIC
v
ROSS COUNTY

SCOTTISH PREMIERSHIP
August 3rd 2013

Kick-off: 5.15pm

NOW *is a*
GOOD TIME



for the facts drinkaware.co.uk

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This evening's retro programme cover is a throwback to the 1969 original above. Read about it in our feature on page 44



SOCIAL MISSION STATEMENT

Introduction

Celtic Football Club is legendary and as with most legends as much myth as fact surrounds its history and what the Club stands for today. The Social Mission Statement aims to simply define what the Club stands for and seeks to promote within society.

History

Celtic Football Club was founded in 1888. Its principal founder was a Marist Brother named Walfrid. The Club had two principal aims. The first aim was to raise funds to provide food for the poor of the East End of Glasgow, an area of the City that was greatly impoverished and had a high rate of infant mortality. Within the East End was a large Irish community and friction was growing between the native Glaswegians and the new influx of Irish. Brother Walfrid saw the need for social integration and his vision was a football club that Scottish and Irish, Protestants and Catholics alike could support. A new football club would be a vehicle to bring the communities together and this was the second aim. The Marist brother sought for the Club to have both a Scottish and Irish identity and hence, the Club's name "Celtic" came about, representing a bridge of cultures across the Irish Sea.

Current Positioning of Celtic Football Club

Celtic Football Club is a Scottish football club with proud Irish links. The primary business of Celtic is as a football club. It is run on a professional business basis with no political agenda. However, the Club has a wider role and the responsibility of being a major Scottish social institution promoting health, well-being and social integration.

Who is Celtic Football Club for?

Celtic Football Club is for people who want to support a football club that strives for excellence in Scotland and in Europe, is proud of its history, supportive of its local community and seeks to support the following aims: "To maximise all opportunities to disassociate the Club from sectarianism and bigotry of any kind. To promote Celtic as a Club for all people, regardless of gender, age, religion, race or ability."

Summary

Celtic is a club for everyone who believes in football as a medium for healthy pleasure, entertainment and social integration. The Club always has been and always will simply aim to be the team of the people.

The FSC logo identifies products that contain wood from well managed forests. Certified in accordance with rules of the Forest Stewardship Council.



EXECUTIVE EDITOR Ken Rogers SENIOR EDITOR Steve Hanrahan
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SUB EDITOR Michael McGuinness
REPORTERS Mark Henderson, Laura Brannan
DESIGNERS Matthew Barnes, Lee Ashun, Colin Harrison
SALES & MARKETING Elizabeth Morgan, Claire Brown
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EUROPE BREEDING CONFIDENCE BUT MAIN AIM AGAIN THIS YEAR IS THE LEAGUE TITLE

GOOD afternoon and welcome to Celtic Park for our first league game of the season. It's the start of a new campaign and our top priority, as it is every season, is to try and win the championship.

We've succeeded in doing just that in the previous two years and we hope to be successful again this time around, in the new Scottish Premiership.

Before the game against Ross County gets underway, of course, we have the flag-raising ceremony out on the pitch.

That's always a special occasion and an acknowledgment of last season's success. And it will be great to see a fellow Irishman in John Keane raising the flag alongside our chairman, Iain Bankier.

John is the Honorary Chairman of the football club, and he's been a director here for many years. He played a crucial role in saving the club back in the early 1990s, subsequently backing Fergus McCann's takeover and helping to ensure our stability and success over the years.

And as we gather in this magnificent stadium to celebrate another title triumph, it is a fitting and well-deserved tribute to a man who will always be, first and foremost, a Celtic supporter.

Today's game comes in the middle of a busy schedule for us,

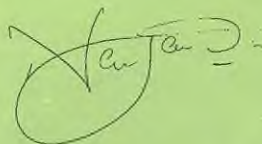


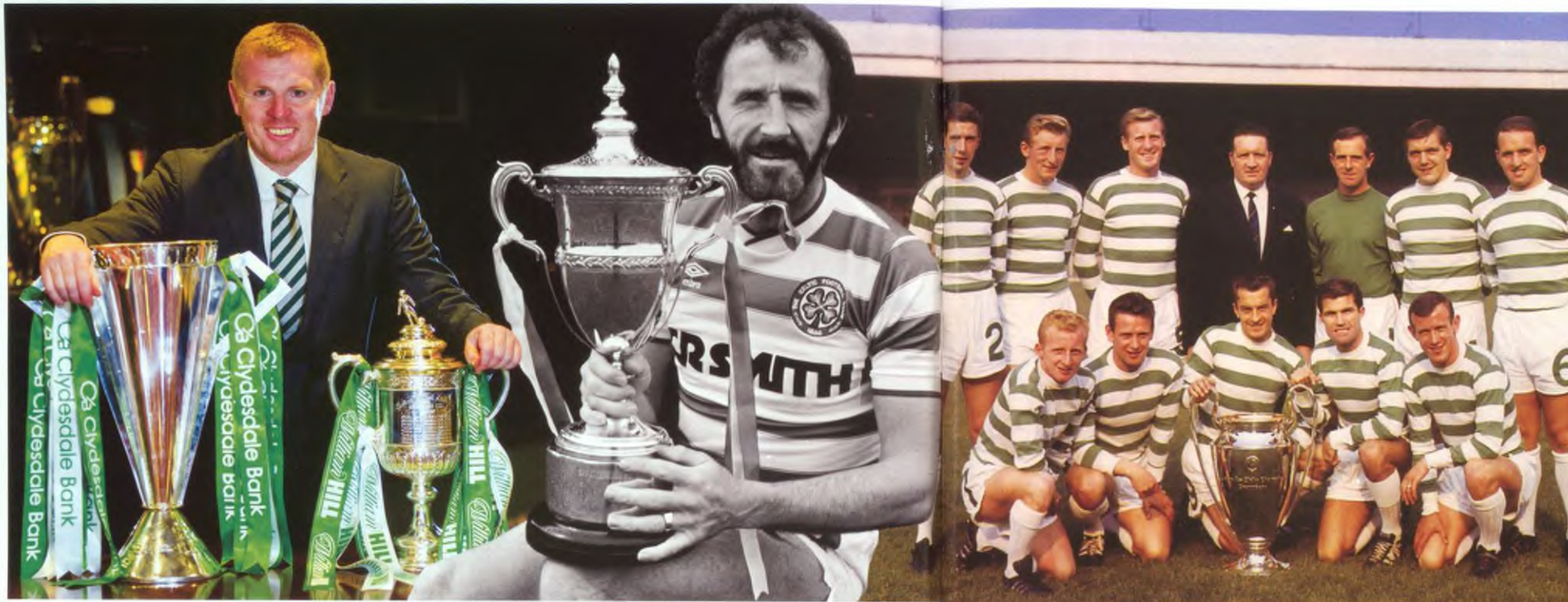
and having won the first leg of our UEFA Champions League qualifier against Elfsborg last Wednesday, we'll go into the game full of confidence before our attentions return to Europe and our trip to Sweden this midweek.

Ross County will provide a tough challenge this afternoon, but it's one that we're looking forward to. Derek Adams' side had a very impressive first season in the top division, and thoroughly deserved their place in the top six.

They will be eager to get off to a good start this time around, so we will have to be at our best in order to get all three points.

Thanks as always for your support. Enjoy the Flag Day celebrations and the game.





CLUB DIRECTORY AND RECORDS

CELTIC FOOTBALL CLUB
Celtic Park, Glasgow, G40 3RE

CELTIC CALL CENTRE
Tel: 0871 226 1888
(calls cost up to 10p per minute, telecoms provider dependent. Mobile and other provider charges may vary)

WEBSITE: www.celticfc.net
FORMED: 1888
STADIUM: Celtic Park
CAPACITY: 60,506

HOME STRIP COLOUR
Green/white hooped shirts, white shorts, white socks

AWAY STRIP COLOUR
Gold shirts with green hoop trim, green shorts, gold socks

RECORD ATTENDANCE
92,000 v Rangers, 1938

RECORD VICTORY
11-0 v Dundee, 1895

RECORD DEFEAT
0-8 v Motherwell, 1937

MOST LEAGUE GOALS IN ONE SEASON
50 - Jimmy McGroory, 1935/36

MOST PREMIER/SPL GOALS IN ONE SEASON
35 - Brian McClair, 1986/87
35 - Henrik Larsson, 2000/01

DIRECTORS/STAFF

CELTIC PLC DIRECTORS
Ian Bankier, Peter Lawwell, Eric Riley, Dermot Desmond, Tom Allison, Brian Duffy, Brian Wilson, Ian Livingston

CFAC DIRECTORS
Peter Lawwell, Eric Riley, John Keane, Michael McDonald, Kevin Sweeney

HONORARY CHAIRMAN CFAC
John Keane

MANAGER
Neil Lennon

ASSISTANT MANAGER
Johan Mjallby

FOOTBALL DEVELOPMENT MANAGER
John Park

HEAD OF YOUTH
Chris McCart

HEAD PHYSIOTHERAPIST
Tim Williamson

HEAD FITNESS COACH
Kenny McMillan

KIT CONTROLLER
John Clark

Club Honours

SCOTTISH LEAGUE WINNERS (44 Times)
1892/93, 1893/94, 1895/96, 1897/98, 1904/05, 1905/06, 1906/07, 1907/08, 1908/09, 1909/10, 1913/14, 1914/15, 1915/16, 1916/17, 1918/19, 1921/22, 1925/26, 1935/36, 1937/38, 1953/54, 1965/66, 1966/67, 1967/68, 1968/69, 1969/70, 1970/71, 1971/72, 1972/73, 1973/74, 1976/77, 1978/79, 1980/81, 1981/82, 1985/86, 1987/88, 1997/98, 2000/01, 2001/02, 2003/04, 2005/06, 2006/07, 2007/08, 2011/12, 2012/13

SCOTTISH CUP WINNERS (36 Times)
1892, 1899, 1900, 1904, 1907, 1908, 1911, 1912, 1914, 1923, 1925, 1927, 1931, 1933, 1937, 1951, 1954, 1965, 1967, 1969, 1971, 1972, 1974, 1975, 1977, 1980, 1985, 1988, 1989, 1995, 2001, 2004, 2005, 2007, 2011, 2013

LEAGUE CUP WINNERS (14 Times)
1956/57, 1957/58, 1965/66, 1966/67, 1967/68, 1968/69, 1969/70, 1974/75, 1982/83, 1997/98, 1999/00, 2000/01, 2005/06, 2008/09

EUROPEAN CUP WINNERS 1967

CORONATION CUP WINNERS 1953



In the event of a stadium evacuation please follow the directions of the Police and stewards



John Keane with Celtic plc director, Tom Allison, Chairman Iain Bankier and Chief Executive Peter Lawwell

JOHN KEANE – A GREAT CELTIC MAN



Flag Day ceremony is a fitting tribute for a vital contribution to Club's unique history

WHEN John Keane, the Honorary Chairman of Celtic Football and Athletic Club, unfurls the League Championship flag at Celtic Park this afternoon, he deserves an ovation to match the contribution he has made to the history, success and - above all - continuity of Celtic Football Club.

Back in the dark days of 1994, John was at home in Edinburgh one evening when he received a call from Kevin Kelly, then the Celtic chairman. The news was dire. The Bank of Scotland was about to foreclose on Celtic. The wages would not be paid. Administration was staring them in the face.

Kevin Kelly had a straightforward question for John Keane: could he help the club out of this dire predicament? John, who had

forged a successful business career over the previous 40 years and was already a Celtic shareholder, did not have to think twice.

Looking back, he says: "Administration was unthinkable. It would have been a slur upon the name of the Club."

An immediate £1million was needed to save Celtic from this ignominy and to keep trading. John Keane immediately phoned his own bank manager, John Brosnan of the Bank of Ireland, who was about to head off to Dublin with clients for a rugby international.

Instead, he was on the doorstep of the Bank of Scotland in Glasgow when it opened for business the next morning, to pledge John Keane's £1million. The wages were paid. Administration was averted. The rest is history.

John Keane went on to back Fergus McCann's takeover with further crucial investment. Now, both as supporter and investor, he enthusiastically endorses the stability and commitment that Dermot Desmond has brought to the club, making it the force it is today while reinforcing the historic Irish bond - all a far cry from the circumstances of two decades ago.

John is a native of Doohoma on the Mayo coast. His mother was from Crown Street in the Gorbals and his father met her when he came to Scotland as an agricultural worker.

They settled back in Mayo to raise the family but his mother's love of Celtic and the Scottish newspapers that

were posted over to her ensured that John was familiar with the club and its traditions from an early age.

At the age of 17, he moved to Scotland himself, first of all carrying out agricultural contracts and then building a successful business as a contractor laying cables and pipes for major utility companies.

From his first days in Scotland, he became a regular at Celtic Park, developing a deep affinity with the club.

John is the most modest of men. Throughout the dramas of the 1990s, he delivered exactly what was asked of him and what he promised but never sought the limelight. He was capable of seeing the light and shade of the saga rather than becoming a partisan. And when the chips were down, he saved Celtic for us all.

It is a story which not enough people knew and last year, the Celtic board decided that recognition was long overdue.

John accepted an invitation to become Honorary Chairman of the historic Celtic Football & Athletic Club board which handles relations with supporters and of which he is a long-standing member. He also agreed to take part in today's ceremony.

He looks forward to the event with a little trepidation: "I love the club. I have supported it and nothing will change me from that. This is a great honour. I hope I don't trip and that they don't boo me too much!"

There should be no danger of that - for all Celtic supporters owe John Keane a debt of gratitude.

Celtic marked their 125th anniversary with a momentous 2-1 victory over Barcelona last November, a sign of the Club's continuing strength and stability

