



# Celtic

v Hearts • Scottish Premiership • Saturday August 5, 2017 • Celtic Park • KO: 12.30pm • £3.50



**"IT WILL  
BE A HUGE  
HONOUR  
FOR  
ME TO  
UNFURL  
THE  
LEAGUE  
FLAG"**



**CAPTAIN**

OFFICIAL PROGRAMME





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## 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

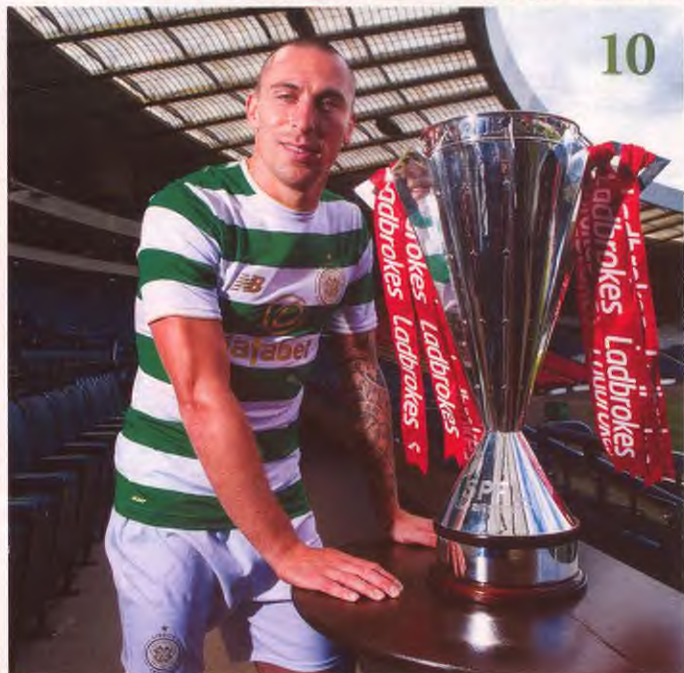
Celtic Football Club is a Scottish football club with proud Irish links. The primary business of Celtic is as a football club. It is run on a professional business basis with no political agenda. However, the Club has a wider role and the responsibility of being a major Scottish social institution promoting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



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Manager's Notes...

# BRENDAN RODGERS







# We'll savour our success and then try to hit the ground running once again

**GOOD** afternoon and welcome to Celtic Park for our first Premiership game of the season. It is Flag Day, of course, an occasion that everyone – players, management and supporters – always looks forward to.

It gives us another opportunity to remember and recognise the achievements of last season. It was a truly historic campaign, having won the domestic treble without losing a game and it's something that all of us are very proud of.

As the league flag is unfurled again here at Celtic Park, it will be a moment to savour and celebrate, and it's also fitting that Scott Brown has the honour



*'The players were outstanding against Rosenborg in what was a high-pressure game, and we thoroughly deserved the victory'*

of doing this. Scott was absolutely outstanding throughout the whole of last season and was a brilliant captain, both on and off the park.

Of course, he's now been at Celtic for 10 years and is being given a testimonial in recognition of this great achievement.

It's something that he thoroughly deserves, and I'm sure it will be a proud

moment for him and his family today when he raises the flag. I also know that, once the pre-match celebrations are over, Scott and the rest of the players will be totally focused on the 90 minutes ahead against Hearts.

We began and ended our Premiership campaign last year against Hearts, and our 2-1 victory at Tynecastle last August was a great start to what was ultimately a very successful season.

We want to begin this season in the same vein and that will be our aim this afternoon. Hearts, of course, will be determined to ensure that's not the case.

It will have been a difficult week for Hearts and, like every manager, I'm always sorry when another manager loses his job.

Regardless of this, the Hearts players will have focused on preparing for today's game on the training ground all week and I'm sure Jon Daly and the other coaches at Hearts will have the team ready for this match.

We are looking forward to it, and go into the game on the back of a tremendous performance and result in Norway during the week which has put us into the play-off round of the UEFA Champions League.

The players were outstanding against Rosenborg in what was a high-pressure game, and we thoroughly deserved the victory. We'll look forward to our next European challenge when it comes, but for now, our only focus is on this afternoon's match against Hearts.

I'm sure it will be another great atmosphere here at Celtic Park as we kick off the defence of our Premiership title, and we want to do so with a positive result.

**Brendan Rodgers**  
*Without Fear*



VISARO

  
new balance.

ALWAYS  
IN BETA.

**dictate  
the play**



FURON

**devastate  
the defence**







A word with our captain...

# SCOTT BROWN

## Today is a great occasion but we must focus on task ahead



FLAG Day is always a great occasion here at Celtic Park. I've been lucky enough to have been involved in six previous events ahead of today's game, and I've enjoyed every single one. It's a chance for us all to celebrate our success of the previous season, and another sign that we're the best team in Scotland.

It's also a great honour today for me to have been asked to unfurl the flag and it will only make the occasion even more special. It is an honour to wear the green and white Hoops, and to be captain of this great club, and it's something that I enjoy but have never taken for granted

*'It's actually 10 years to the day since I made my competitive debut for Celtic – in a home game against Kilmarnock'*

over these past 10 years. Indeed, it's actually 10 years to the day since I made my competitive debut for Celtic – in a home game against Kilmarnock on the opening day of the season back in 2007.

And while it will be a great moment to unfurl the flag here at a packed Paradise, we all want to get the game started and hopefully kick off the season with a victory.

Hearts, of course, will want to do the same thing, and we won't pay any attention to what has been going on there over the past week because we know their players will come here determined to

show their own qualities and get back to winning ways. However, our focus is always on our own game and what we have to do in order to be successful. That's what led to such an incredible season last year, and we want more of the same this time around.

And having had a great result in Norway during the week, we'll go into today's game full of confidence and looking to deliver a good result in front of our own fans. Enjoy the game.

Scott Brown





  
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## Forrest goal sees Celts triumph in Norway

### UEFA Champions League, third qualifying round second-leg

Lerkendal Stadion, Trondheim. Wednesday, August 2, 2017

**ROSENBERG...0**

**CELTIC... 1**

(Forrest 69)

**JAMES Forrest** was the hero as Celtic booked their place in the play-off round of the UEFA Champions League following a hard-fought 1-0 win over Rosenborg in Norway.

With 21 minutes left on the clock, the winger's ferocious angled strike finally broke the deadlock in the tie, with the first-leg in Paradise finishing 0-0, and from that moment, the outcome of the contest never looked in doubt as the Hoops comfortably saw out the closing stages.

It was a courageous performance from Brendan Rodgers' men and their patience paid off in the 69th minute as Rosenborg fell behind. The Scottish

treble-winners strung together a series of passes before Forrest rattled a shot off the underside of crossbar and past Hansen to gift his side that vital away goal.

That scoreline could have been doubled by Forrest in the 82nd minute but with only Hansen to beat, the goalkeeper remained strong and the Rosenborg defence cleared.

The away side came forward again, and following some delightful footwork from Rogic, Griffiths had his shot parried away. As the game reached its conclusion Celtic showed maturity and experience in defence and attack to see out the tie and deservedly head into the play-offs.

**CELTIC (4-2-3-1):** Gordon; Lustig, Simunovic, Sviatchenko (Bitton 25), Tierney; Brown, Armstrong (Rogic); Hayes (Griffiths 57), McGregor Sinclair; Forrest  
*Not Used:* de Vries, Gamboa, Kouassi, Ntcham

**ROSENBERG (4-3-3):** Hansen; Hedenstad, Bjordal, Skjelvik, Meling; Jensen, Konradsen, Midtsjo; Jevtovic (Helland 73), De Lanlay (Vilhjalmsson 73), Bendtner  
*Not Used:* Ostbo, Rasmussen, Rashani, Gersbach, Lundemo

Match Report: Laith Al Naeme





# NO FLAGGING TODAY BHOYS

**Scott Brown** will unfurl the six-in-a-row flag today but once the Huddle forms, it's back to normal for the success-driven skipper

Exclusive interview: Mark Henderson



**I** **T will be another memorable moment in the illustrious Celtic career of Scott Brown when he unfurls the league flag today in Paradise on the first day of the new season.**

The Hoops captain was awarded the accolade to mark his 10th anniversary of joining the club from Hibernian and all his years of distinguished service.

Make no mistake, the 32-year-old

is immensely honoured and humbled to follow the likes of Rosemary Burns, Sean Fallon, John Clark and Fergus McCann who have all carried out the duty in recent years. He will allow himself a few seconds to savour the moment as Celtic Park rises to acclaim six-in-a-row and one of the most stunning seasons ever in the club's history. But once the fanfare is over, so will thoughts of six-in-a-row for Brown.

As the midfielder rejoins his team-mates and prepares to give his first Huddle pep-talk of the new league campaign, he will revert to game-mode and ensure his team-mates are ready to hit the ground running. The Treble Invincibles, that's gone. Now it's all about seven-in-a-row and new targets. And all it starts today at 12.30pm.

"The Chairman asked Peter (Lawwell) to ask me and it was a great honour to be asked in the first place and today is definitely going to be a huge day in my career," Brown told the matchday programme. "It's a huge honour for me to do this for this club, and to do it on the first day of the season in front of our own fans after winning six-in-a-row is incredible.

