



Celtic

v Bayern Munich



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LEAGUE



UEFA Champions League • Tuesday October 31, 2017 • Celtic Park • KO: 7.45pm • £5



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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

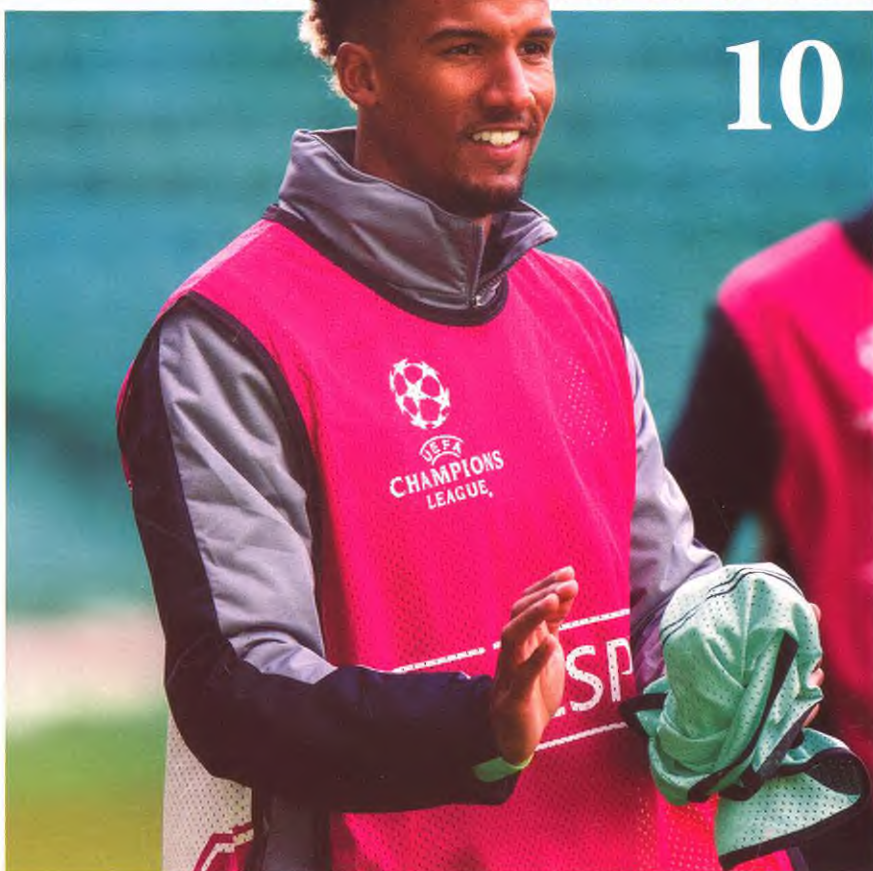
Celtic Football Club is a Scottish football club with proud Irish links. The primary business of Celtic is as a football club. It is run on a professional business basis with no political agenda. However, the Club has a wider role and the responsibility of being a major Scottish social institution promoting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

Who is Celtic Football Club for?

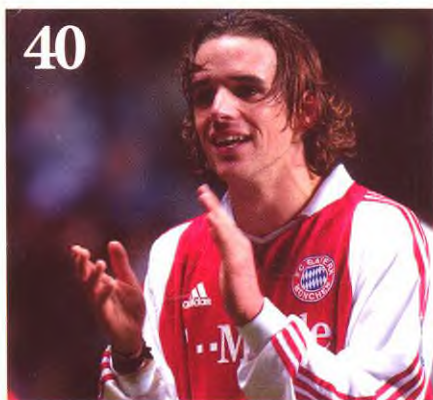
Celtic Football Club is for people who want to support a football club that strives for excellence in Scotland and in Europe, is proud of its history, supportive of its local community and seeks to support the following aims: "To maximise all opportunities to disassociate the Club from sectarianism and 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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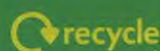


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PHOTOGRAPHY PA Photos, SNS Group
PUBLISHED BY Sport Media **PRINTED BY** Precision Colour Printing

Trinity Mirror Sport Media 



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Manager's Notes...

BRENDAN RODGERS





Our results show that Celtic Park is a tough place for any team to play at

GOOD evening and welcome to Celtic Park for our UEFA Champions League group-stage game against Bayern Munich. I would also like to extend that welcome to the Bayern management, players and supporters who have made the journey from Germany.

Our aim, in reaching this stage of the tournament, is to challenge ourselves against the best players and best teams in Europe, and Bayern Munich certainly fall into that category.

The game in Munich two weeks ago was an illustration of their qualities, and it was certainly a very tough contest for us. However, throughout the game we continued to try and play our game and, particularly in the second-half, we did create some chances.

'Tonight's match will be just as tough but it is another game that we're all looking forward to. We go into it with confidence but also appreciating the task ahead of us'

Tonight's match will be just as tough but it is another game that we're all looking forward to. We go into it with confidence but also appreciating the task ahead of us. Having enjoyed two good victories over Hibernian in the League Cup semi-final and Aberdeen in the league, we faced Kilmarnock at the weekend.

The programme deadline means that I've had to write these notes ahead of Saturday's game, but I obviously hope that we go into tonight's match on the back of another positive result.

European nights at Celtic Park are special occasions. Many top players and great teams



have come to our stadium and left with a lasting impression of the unique atmosphere our supporters create here.

We will need you again tonight because, while I'm sure the Bayern Munich players will enjoy the experience of playing at Celtic Park, they will also be determined to get a good result too.

Our aim, of course, is also to do that. Our victory over Anderlecht in Belgium was a superb result for us and as we go into matchday four of the group stage games, it has cemented our position in third place.

A positive result tonight would further strengthen that for us, and while we know we're facing top-class opposition, our results over the years at Celtic Park show that this stadium is a tough place for any team to play at.

Our aim is for that to be the case tonight, and the players will give everything from the first minute until last. Our fans, too, will, as always, play their part and together, hopefully we can enjoy another special European night here at Paradise.

Brendan Rodgers
Without Fear