

AMSTEL[®] CHALLENGE

St. Patrick's Athletic F.C.
v
Celtic F.C.

Friday 18th July
K.O. 7.45pm
Richmond Park



AMSTEL





TEAMWORK IS OUR MIDDLE NAME.

At Opel we're firm believers in teamwork. That's one reason we're always pleased to support Ireland, from creating jobs to sponsoring the Irish soccer team.

We've been the sole and official sponsors of the FAI since 1986 and we're pleased to renew that support now until the year 2002.

We're also flattered that our lead has been

followed - the Opel name now adorns the jerseys of AC Milan, Bayern Munich and Paris St. Germain to name but a few.

And what makes us really happy is that you've made Opel Ireland's best selling cars in 1996.

How's that for teamwork?

OPEL 
IRELAND'S NO.1 SUPPORTER



AMSTEL CHALLENGE



Programme Message from Sponsor

On behalf of Amstel it gives me great pleasure to welcome everyone here this evening to Richmond Park for the inaugural Amstel Challenge.

Amstel is delighted to be associated with two excellent football clubs. St Patrick's Athletic have consistently proven themselves as one of Ireland's leading league clubs, winning the league in '96. We join them in welcoming the legendary Celtic Football Club to Richmond Park this evening.

I would also like to extend my congratulations to St Patrick's Athletic on the opening of the club's new stand. It is clear demonstration of the bright future ahead for progressive Irish soccer clubs who are setting their sights firmly on Europe.

Amstel are strong supporters of soccer, both here in Ireland and on an international level. As well as being official sponsors of the UEFA Champions League, the Amstel Champion 5's national five-a-

side soccer tournament will run throughout Ireland during August. Anyone can enter in the tournament, and we're confident that all who take part will enjoy the Amstel experience!

Amstel was launched in Ireland less than a year ago, and I hope that many of you here will have the opportunity to sample some Amstel in the near future, if you haven't had the pleasure yet.

Finally, I hope you all enjoy an exciting night of world class football this evening.

*Donal O'Sullivan
Amstel Brand Manager*



ST. PATRICK'S ATHLETIC F.C.



1997/98 FAI HARP LAGER NATIONAL LEAGUE FIXTURES

FRIDAY 29 AUGUST 1997	DERRY CITY	(H)	7.45PM
FRIDAY 05 SEPTEMBER 1997	DROGHEDA UNITED	(A)	7.45PM
SATURDAY 13 SEPTEMBER 1997	FINN HARPS	(A)	7.30PM
FRIDAY 19 SEPTEMBER 1997	SHELBOURNE	(H)	7.45PM
SUNDAY 28 SEPTEMBER 1997	CORK CITY	(A)	2.00PM
SUNDAY 05 OCTOBER 1997	UCD	(H)	3.15PM
SATURDAY 11 OCTOBER 1997	SLIGO ROVERS	(A)	7.30PM
FRIDAY 17 OCTOBER 1997	BOHEMIANS	(H)	7.45PM
FRIDAY 24 OCTOBER 1997	SHAMROCK ROVERS	(A)	7.45PM
SUNDAY 02 NOVEMBER 1997	DUNDALK	(H)	3.15PM
SATURDAY 08 NOVEMBER 1997	KILKENNY CITY	(A)	7.30PM
FRIDAY 14 NOVEMBER 1997	KILKENNY CITY	(H)	7.45PM
SATURDAY 22 NOVEMBER 1997	DERRY CITY	(A)	7.30PM
FRIDAY 28 NOVEMBER 1997	DROGHEDA UNITED	(H)	7.45PM
SUNDAY 07 DECEMBER 1997	FINN HARPS	(H)	3.15PM
FRIDAY 12 DECEMBER 1997	SHELBOURNE	(A)	7.45PM
FRIDAY 19 DECEMBER 1997	CORK CITY	(H)	7.45PM
SUNDAY 28 DECEMBER 1997	UCD	(A)	3.15PM
FRIDAY 2 JANUARY 1998	SLIGO ROVERS	(H)	7.45PM
FRIDAY 16 JANUARY 1998	BOHEMIANS	(A)	7.45PM
SUNDAY 25 JANUARY 1998	SHAMROCK ROVERS	(H)	3.15PM
THURSDAY 29 JANUARY 1998	DUNDALK	(A)	7.45PM
FRIDAY 13 FEBRUARY 1998	DERRY CITY	(H)	7.45PM
FRIDAY 20 FEBRUARY 1998	DROGHEDA UNITED	(A)	7.45PM
SATURDAY 28 FEBRUARY 1998	FINN HARPS	(A)	7.45PM
FRIDAY 13 MARCH 1998	SHELBOURNE	(H)	7.45PM
SUNDAY 22 MARCH 1998	CORK CITY	(A)	2.00PM
FRIDAY 27 MARCH 1998	UCD	(H)	7.45PM
SATURDAY 4 APRIL 1998	SLIGO ROVERS	(A)	7.30PM
FRIDAY 10 APRIL 1998	BOHEMIANS	(H)	7.45PM
SUNDAY 19 APRIL 1998	SHAMROCK ROVERS	(A)	3.15PM
SUNDAY 26 APRIL 1998	DUNDALK	(H)	3.15PM
SATURDAY 02 MAY 1998	KILKENNY CITY	(A)	7.30PM

Chairman's Notes - Tim O'Flaherty



Committee:

Tommy Cummins (Life Vice-President);
Tim O'Flaherty (Chairman);
Phil Mooney (Co. Secretary & Hon. Treasurer);
Patrick Dolan (Chief Executive);
Des Ferguson (Financial Controller);
John Moynihan (Solicitor);
Tom McGibney (Architect);
Michael Glynn (Marketing Officer);
Jim Agnew (PR Executive/Community Officer);
Andy Farrelly (Ground Manager);
Frank Field (Match Day Manager);
Des Murphy, (Mechandising Executive)
Frank Bodley, Arthur Costello, Matrin Duncan,
Billy Murphy, Pat O'Callaghan.

Honours:

League of Ireland Champions: 1951/52;
1954/55; 1955/56; 1989/90.
FAI National Premier League Champions:
1995/96.
FAI Cup Winners: 1948; 1983; 1987; 1990;
1991.
Presidents Cup Winners: 1996.

Technical Staff:

Manager: Patrick Dolan
Head Coach: Noel O'Reilly
Club Fitness Consultant: Dave Mahedy
Reserve/Youth Development Officer: Cyril
Walsh
Equipment Manager: Philip O'Farrell
Match Day Officer: Martin Duncan

A milestone in the history of St. Patrick's Athletic is being reached tonight with the opening of our new 2,000 seater covered stand. This occasion will be the first time in over 50 years that an Irish soccer stadium has hosted such an event. Our association with Murphy Brewery has led to tonight's "Amstel Challenge" and we are very grateful to Amstel and particularly Amstel Brand Manager, Donal O'Sullivan for his help in organising this event. Amstel are strong supporters of Irish soccer and we welcome everyone associated with Murphy's Brewery to this evenings event.

We are delighted that Celtic Football Club, one of the most famous clubs in the world so kindly agreed to provide the opposition tonight which will ensure a gala occasion. I would like to welcome the Celtic players, coaches and staff to Richmond Park. It is a joyous time, but to pause for a moment and reflect at the history of Irish soccer is important.

I was one of thousands of football supporters who watched League and Cup matches in the forties, fifties and sixties in Richmond Park, Tolka Park and Dalymount, Milltown, Chapelizod and throughout the country when the only space in the grounds was on the touchline.

It is with sadness and regret that I look back over all those years when the public came out in their thousands to support Irish soccer, but, Irish Soccer did not triumph in the long term.

What we witnessed was a scandal in Irish sport with grounds sold off and almost every ground neglected to the point of them being unsafe. Thankfully we have now turned the corner, the crowds are coming back, grounds are improving on a daily basis and the FAI with Bernard O'Byrne at the helm is now beginning to focus on the National League as a springboard for the future. St.

Patrick's Athletic are leading this drive as the most progressive Irish professional football club and the Millennium Stand which will include hospitality boxes, is pictured elsewhere in this programme.

Irish soccer can be successful but it depends on how we market our League which will determine how many Irish people support Irish soccer. We are determined to give the best fans in Ireland the all-seater stadium and full time professional players which will bring the success that they deserve. With improved television coverage and players of the calibre of Eddie Gormley, Martin Reilly and Trevor Molloy playing in the National League the future looks bright not only for the "Supersaints" but indeed for the National League as a whole.

The magnificent achievement of our youths in Malaysia with our own Brian Kerr and Noel O'Reilly driving them on is another marvellous reflection of Irish soccer talent at it's best.

With the right support the best Irish soccer talent will always bring success. Everyone involved in The National League must maintain that belief and work towards a glorious future.

Enjoy the game in the comfort of our new facilities.



AMSTEL CHALLENGE





“OUR *success* REFLECTS
CARE AT EVERY STEP.”

Success rarely comes easily. As Marie-Catherine de Masin, Export Manager of Lelièvre, Paris, designers and manufacturers of some of the world's most exclusive furnishing fabrics, readily confirms:

“ We're dealing with an emotional product, we're helping people realise their dreams. Before our fabrics leave the factory there are many complex working-stages to complete, from the moment of design creation, through the many difficult technical manufacturing processes to the moment our fabrics are ready to be despatched to the client.”

CARE AND ATTENTION to detail, are vital at every stage of the process. That's why Lelièvre entrusts some 2000

consignments each month to DHL for delivery WORLDWIDE.

“ We export to over 45 countries. We work hand in hand with DHL as true partners. They're an INTEGRAL PART of Lelièvre's team. They're the final link in the chain. We provide a top-quality product, they provide a TOP-QUALITY service. I couldn't work with anyone I didn't entirely TRUST every step of the way.”



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Managers Notes - Patrick Dolan



Tonight is a very special evening for all of us who have a passion for Irish football and especially the Supersaints.

It is appropriate that a club with the high standards and tradition of Celtic Football Club are here to play at Richmond Park in the inaugural "Amstel Challenge" at a time when St. Patrick's Athletic are setting new standards in Irish soccer. When one thinks back to 1993 it is a credit to all who have played their part in creating our facilities and a time to look forward to our next development, the Millennium Stand.

This stand will include hospitality boxes and allow us to entertain our guests in the appropriate environment.

It is great to see Brian Kerr back here tonight as without his passion, the vision of Tim O'Flaherty and the expertise of Tom McGibney and Andy Farrelly, tonight could never have happened.

I would especially like to welcome the new Celtic management team of Wim Jansen and Jock Brown. I am sure that that their respective talents will compliment each other and produce the leadership that will return Celtic to their rightful place in European soccer.

Our pre-season training is progressing nicely under the tutelage of Dave Mahedy and make no mistake the lads will be fit and ready when the real

action starts on the 29th August. Sometimes it is hard to get the balance right in pre-season between trying to win games, bleeding young talent and establishing a pattern of play.

Rest assured in our own inimitable style we will attempt to get this balance right achieve some success in pre-season and establish the platform for our League title aspirations.

Tonight is a proud one for all of us who love St. Patrick's Athletic so let's relax, enjoy the occasion and welcome all our friends from "Paradise" to Ireland's "Stadium of Light."

Come on you Supersaints.



**AMSTEL
CHALLENGE**

