



Celtic

Programme No. 1

v Newcastle United



Pre-season Friendly
Celtic Park, Wednesday 4 August 2004.
Kick-off 7.45pm

£2.

CARLING



Celtic 



*Carling are proud to be
supporters of Celtic F.C.*

LOVEFOOTBALL



“The players deserve real credit for their displays in the final two matches”

A WARM welcome back to Celtic for our first home fixture of season 2004/05, and our last ahead of the league season kicking off on Sunday against Motherwell.

Already, it's been a pretty hectic pre-season for us, and I think that I'm right in thinking that, by the time tonight's match is over, we'll have played six games in four countries in just 18 days. Quite a schedule.

There's no doubt it has demanded a great deal of the players - too much, in fact - and, with the benefit of hindsight, we might have made it a little less gruelling by arranging one fewer game for our time in North America.

But I must say that the lads have coped superbly, and it's a testament to their fitness and attitude that right up until the final whistle of our final Champions World match against Roma, they were still giving their all in search of a goal. That, of course, is the kind of character which has gone so far towards achieving the kind of success we've enjoyed at the football club over recent seasons, and the players deserve real credit for the manner in which they performed, certainly in our last two matches in North America, and against Fulham prior to their departure.

Even the performances in our first two Champions World games



against Chelsea and Liverpool, while not being of the standard we have come to expect, particularly in defensive areas, still served their purpose both in terms of fitness and, hopefully, in learning some pretty harsh lessons ahead of the start of the season.

It was also very encouraging to see some of the younger players coming in and making a genuine impact, and there's no doubt that the experience gained by the likes of Ross Wallace, Craig Beattie and Aiden McGeady will stand them in good stead for the nine months which lie ahead. They still have plenty to learn, but all three will undoubtedly play their part for us this season.

We now also have Henri Camara on board, and I'm delighted to have brought him to Celtic Park for at least the next season. He's an exciting player, quick and skillful, and I'm sure the fans here will take to him once he settles into life at the football club.

Naturally, we would also hope that Henri won't be the only player to be brought in before the transfer deadline at the end of

August, and rest assured that we're working extremely hard to ensure that further additions are made sooner rather than later.

Newcastle are our visitors tonight and, having already competed against four Premiership sides - and with one still to come in the shape of Tottenham Hotspur - as well as Roma from Italy's Serie A, no-one can claim that we haven't tested ourselves against opponents of the highest calibre.

Sir Bobby Robson has built an excellent side at St James' Park and, having added more world-class players to his squad in the shape of Patrick Kluivert, James Milner and Nicky Butt respectively, he'll justifiably feel confident of once again taking Newcastle into the upper reaches of the Premiership.

It's an intriguing fixture between two great clubs, and hopefully it will prove to be a terrific game.

David Nichol



Formed: 1888
Stadium: Celtic Park (capacity 60,506)
Home strip: Green/white hooped shirts, white shorts, white socks
Away strip: Black shirts, black shorts and socks with gold trim
Third strip: Gold shirts, 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 (1 season): 50, Jimmy McGrory, 1935/36
Most Premier/SPL goals (1 season): 35, Brian McClair 1986/87, Henrik Larsson 2000/01
Website: www.celticfc.net

HONOURS

Scottish League (38)
 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, 2000/2001, 2001/2002, 2003/2004

Scottish Cup (31)
 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

League Cup (12)
 1956/57, 1957/58, 1965/66, 1966/67, 1967/68, 1968/69, 1969/70, 1974/75, 1982/83, 1997/98, 1999/2000, 2000/2001

European Cup (1) 1967 **Coronation Cup (1)** 1953



CELTIC plc DIRECTORS Brian Quinn, Peter Lawwell, Eric Riley, Dermot Desmond, Tom Allison, Eric Hagman
CFAC DIRECTORS Peter Lawwell, Eric Riley, John Keane, Michael McDonald, Kevin Sweeney
MANAGER Martin O'Neill
ASSISTANT MANAGER John Robertson

COACH Steve Walford
HEAD OF YOUTH Tommy Burns
YOUTH TEAM COACH Willie McStay
UNDER-21 COACH Kenny McDowall
PHYSIOTHERAPISTS Tim Williamson & Gavin McCarthy
CLUB DOCTOR Roddy Macdonald
KIT CONTROLLER John Clark

Celtic Football Club, Celtic Park, Glasgow G40 3RE 0141-556 2611

CELTIC

Momo Sylla
 Jackie McNamara
 Joos Valgaeren
 Bobo Balde
 Henri Camara
 Alan Thompson
 Chris Sutton
 John Hartson
 Stephen Pearson
 David Fernandez
 Paul Lambert
 Ulrik Laursen
 Didier Agathe
 Neil Lennon
 Stilian Petrov
 Robert Douglas
 David Marshall
 Stanislav Varga
 Shaun Maloney
 Ross Wallace
 Craig Beattie
 John Kennedy
 Liam Miller
 Stephen McManus
 Kevin McBride
 Aiden McGeady
 Michael McGovern

NEWCASTLE

Shay Given
 Stephen Harper
 Robbie Elliot
 Andrew O'Brien
 Jonathan Woodgate
 Aaron Hughes
 Titus Bramble
 Steven Taylor
 Olivier Bernard
 Nicky Butt
 Jermaine Jenas
 Kieron Dyer
 James Milner
 Darren Ambrose
 Jamie McClen
 Lee Bowyer
 Laurent Robert
 Alan Shearer
 Craig Bellamy
 Patrick Kluivert
 Shola Ameobi
 Michael Chopra

TONIGHT'S OFFICIALS

Referee: **WILLIE YOUNG**
 Assistant Referees: **MARTIN CRYANS**
ANDREW SEYMOUR

CLUB SPONSORS



RECENT FORM

Pre-Season Friendly, July 31, 2004
CELTIC 0 v 1 AS ROMA
 Pre-Season Friendly, July 28, 2004
CELTIC 2 v 1 MAN UTD (Beattie, Sutton)
 Pre-Season Friendly, July 28, 2004
CELTIC 1 v 5 LIVERPOOL (Beattie)
 Pre-Season Friendly, July 28, 2004
CELTIC 2 v 4 CHELSEA (Beattie 2)
 Pre-Season Friendly, July 28, 2004
FULHAM 0 v CELTIC 2 (Hartson, Lennon)

FORTHCOMING FIXTURES

Scottish Premier League
CELTIC v MOTHERWELL
 SUNDAY 8 AUGUST 2:00pm
 Pre-Season Friendly
CELTIC v TOTTENHAM HOTSPUR
 TUESDAY 10 AUGUST 7:45pm
 Scottish Premier League
KILMARNOCK v CELTIC
 SATURDAY 14 AUGUST 3:00pm
 Scottish Premier League
INVERNESS CALEY THISTLE v CELTIC
 SUNDAY 14 AUGUST 2:00pm



A TALE OF TWO CITIES

When Gullit arrived on Tyneside it was time for Terry to move on

Interview: STEPHEN SULLIVAN

GIVEN that he'd spent the previous 16 years with just one club, it's no surprise that it remains a source of some regret to Terry Gennoe that his stint as Newcastle's goalkeeping coach proved as short as it was bittersweet.

Tempted by the opportunity to switch his part-time post at Blackburn for a full-time position at St James' Park, Gennoe was one of Kenny Dalglish's first signings and, while their alliance on Tyneside proved a little less successful than it had in Lancashire, it wasn't without its more enjoyable moments.

Nevertheless, with the arrival of Ruud Gullit - a manager who seemed to succeed in earning everyone's contempt - came a swift end to this briefest of love affairs, and in the end it was with some eagerness that Gennoe jumped at the opportunity to renew old acquaintances with Dalglish, John Barnes and Terry McDermott at Celtic Park.

It doesn't prevent him retaining genuine affection for the Magpies, however, and he admits to seeing plenty of similarities between the two passionately supported clubs who

will do battle this evening. He said: "Newcastle is an excellent club and, like Celtic, it has an excellent following which packs out St James' Park almost every week with season ticket holders. They have that same passion for football and get right behind the side in the same way the fans do here.

"At both clubs, the expectations are high and, when things don't go well, the disappointment is great. I experienced that in my first season at Celtic and also during my time at Newcastle, and there's no doubt that the fans' tension gets through to the players.

"Personally, I have nothing but good things to say about Newcastle as a club. I probably didn't have as many good times there as I would have liked, but there were some, particularly during my first season at the club. The Geordies are also terrifically warm-hearted people, and I enjoyed the brief time I spent in that area.

"And who knows? Maybe if the managerial situation had been different, it might have made my decision (to come to Celtic) a more difficult one. As it was, I just felt that I couldn't work under the person who was in charge at that time."

Not that he harbours any regrets about departing for Glasgow.

Over five years have passed since he first arrived in the



THE BACK FOUR: Michael McGovern, Rab Douglas, Magnus Hedman and David Marshall will all be hoping to convince Martin O'Neill that they are the man for the goalkeeper post

summer of 1999 and, having settled on the Ayrshire coast with his wife, Suzy, he can almost consider himself to have become part of the furniture in Paradise.

"Part of the furniture? Well, I don't know about that," he said. "But time has certainly flown. It only seems like 12 months since I first came in, but that's me into my sixth season now.

"Suzy and I are certainly very happily settled out on the West Coast, and I can't imagine moving away at this moment in time."

It helps, of course, that Gennoe

Irishman's emergence leaves Martin O'Neill with the prospect of three highly competent and unhappy goalkeepers sitting on the sidelines, Gennoe insists they'll simply have to accept competition for places as part and parcel of life at a club of Celtic's stature.

"It's the same as any other position in that respect," he said. "With a squad of 20-odd and only 11 places to play for, there will be times during the season when certain players won't be happy.

"I don't think the situation has really changed over the past year

"The situation hasn't changed much other than we now have another excellent keeper with first team experience under his belt in David Marshall"

enjoys a remarkably close relationship with the club's three senior goalkeepers, Douglas, Hedman and Marshall, all of whom have paid tribute to their ebullient big coach at various stages during their Celtic careers.

Young Michael McGovern also claims to owe his spectacular recent progress to Gennoe's guidance and, while the young

other than that we now have another excellent goalkeeper with some first-team experience under his belt in the shape of David Marshall. That means there are obviously three keepers who will be going for the No.1 spot and, come the start of the season, it will be up to the manager to pick who he feels can best do the job."

And O'Neill is hardly in a unique

position. Down the road on Tyneside, Bobby Robson has to face a similar dilemma with two excellent keepers in Shay Given and Steve Harper and, while full of admiration for the Irish internationalist he helped coax through at Blackburn and develop further at Newcastle, Gennoe admits Harper would likely have proved a star at most other clubs.

He said: "Shay's done particularly well at Newcastle, and I know that he has many very fond memories of his time at Celtic. He used to talk to me at length about the club when he first came to Blackburn as an 18-year-old, and I can certainly say that it was always a privilege to work with Shay and help him in whatever small way I did.

"He's recognised in the Premiership and around the world as one of the best in the business, and that's testament to the work he's put into improving his game to the very high level it's at today. I should also point, though, out that Newcastle have another excellent goalkeeper in Steve Harper, who I'm sure would have become a first-team regular at most other clubs. As it is, and largely because of Shay, his games have been limited."



0870 060 1888

to book your tickets for matches at Celtic Park

0870 161 1888

for all other Ticket Office enquiries and Celtic View subscriptions

0845 077 1888

for Celtic Merchandising

0845 671 1888

for Main Switchboard at Celtic Park

RING THE CHANGES WITH 0870 060 1888

Ticketmaster link-up for Celtic Park ticket sales

CELTIC'S major overhaul of its ticketing systems to dramatically improve the level of service offered to fans is now up and running with tonight's game against Newcastle United being the first operation of the new structure.

The Club has linked-up with the UK's biggest ticket agency, Ticketmaster, in response to the unprecedented demand for tickets currently handled by Celtic's in-house ticket office.

Prior to the games against Barcelona in the UEFA Cup and Rangers in the SPL in March, almost 1.5 million phone calls were made to Celtic Park for information, putting considerable pressure on the limited number of staff in the ticket office, with a large number of calls having to go unanswered.

Celtic's Executive Director Peter Lawwell insisted the previous arrangements fell short of the standards fans should expect. He said: "The growth in demand for games has not only led to tens of thousands of fans queuing at the stadium for several hours to buy tickets in person, but often fans trying to get tickets by phone can

spend all day on the phone without getting through.

"The ticket office staff do a tremendous job in difficult circumstances and we feel that this new partnership with Ticketmaster will give our fans the high level of service they deserve."

The new arrangements will allow Celtic to take advantage of Ticketmaster's call centres, helping to ensure that enquiries

for the recent Red Hot Chilli Peppers' UK gigs the agency sold 70,000 tickets in one day. The agency also deals with ticketing for the England team and for Arsenal.

John Paul Taylor, Head of Celtic's Ticket Services, said: "This tie-up with Ticketmaster will deliver major benefits for our supporters and, in particular, our season ticket holders.

"We regularly seek fans'

"We feel that this new partnership with Ticketmaster will give our fans the high level of service that they deserve"

Peter Lawwell

are dealt with quickly and efficiently.

Fans wishing to book tickets for all HOME friendly, SPL, domestic Cup and European matches (apart from Champions League games) should call the dedicated hotline on **0870 060 1888**.

Last season alone Celtic sold more than 600,000 tickets for home and neutral venues as well as over 170,000 for away matches.

Ticketmaster regularly handles bookings for some of the world's biggest music and sports events –

feedback on a range of topics affecting the club and it's clear that this is a major issue for them. We only have a limited number of staff in-house to deal with ticket enquiries and, while they do an excellent job, the growth in the number of calls means that it is impossible for them to deal with every enquiry.

"The new system will considerably reduce waiting time for supporters trying to get through to the ticket office. Similarly, it will avoid the need for



QUEUE JUMP:

The new Ticketmaster service - used by the Red Hot Chilli Peppers and Arsenal - will allow quicker access to purchase Celtic tickets



fans to queue for hours to collect their tickets at the stadium.

"Ticketmaster has years of experience in dealing with bookings for some of the world's top music and sporting events and I'm delighted that they will now be helping to deliver the kind of ticket service which fans of one of the world's leading football clubs deserve."

Supporters currently pay a £1 booking fee to purchase tickets by phone and this will increase to approximately £1.70 per ticket in order to fund the improved system. The club itself will receive no additional revenue. John Paul Taylor added: "We've consulted with fans, thousands of whom currently spend hours travelling to the stadium, queuing and constantly trying to get through

by phone, and in terms of overall cost and quality of service, we're convinced this will be a major step forward.

"This new system will also enable season-ticket holders paying for additional games to reserve their usual seats for matches, which hasn't always been possible to date."

As an added alternative, supporters can also book tickets online – Celtic's initiative in encouraging fans to renew their season tickets online has been extremely successful with almost 7,000 fans renewing via the internet. The cost of online booking will remain the same – 2% of the ticket price.

Fans who do not wish to pay the additional charge for telephone or online booking can

continue to buy tickets in person at the stadium or by post.

All Home Match Ticket Sales telephone enquiries will now be handled by Ticketmaster on the Celtic ticket hotline on

0870 060 1888

All other ticket enquiries, away tickets and Celtic View subscriptions will be dealt with by Ticket Services on **0870 161 1888**

Other new numbers have been introduced and Merchandising can now be contacted on **0845 077 1888** and don't worry, a redial message has been activated.

Similarly, the main switchboard at Celtic Park can now be contacted on **0845 671 1888**

As with the Merchandising number, any calls dialed on the old numbers will receive activated redial message.

