

Celtic



V
ST JOHNSTONE

SCOTTISH PREMIERSHIP

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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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'Flag Day will be emotional as we all continue to mourn the loss of Billy and Stevie. They will never be forgotten for everything they did for our football club'



GOOD afternoon and welcome to Celtic Park for what is always a very special occasion. Flag Day at Paradise is a great way to kick off the new Premiership season, and it's something that everyone has enjoyed in recent years.

It's a way to acknowledge the achievements of the previous season, and enjoy a moment of celebration before we begin anew, hoping to emulate those achievements in the campaign ahead.

The players here have done an incredible job over the past few years, and to have achieved the Treble Treble last season is truly remarkable. They deserve all the praise and plaudits that have come their way.

Today, too, will be an emotional one as Liz McNeill and Sadie Chalmers are our guests of honour who will unfurl the league flag just before kick-off.

Our thoughts, as always, are with them and their families as they continue to mourn the loss of Billy and Stevie. We do, too, though we know they will never be forgotten for everything they did for our football club.

It's a great gesture by the club to invite Liz and Sadie to be central to the pre-match ceremony and I know that they will receive the warmest of welcomes when they step on to the pitch.

For the players, they will also have to focus on the 90 minutes ahead as we look to get our Premiership campaign off to a winning start.

We face a tough opponent in St Johnstone, and I know that Tommy will have his team well-organised and determined to frustrate us. He has, over a number of years now, done a brilliant job there and, as always, his team won't make it easy for us.

We go into today's game full of confidence, however, after several good European performances, the most recent of which was the win over in Estonia last week.

That sets us up for another tough tie, with the first leg in Romania this Wednesday. However, the preparation for that will only begin after the final whistle today.

For now, our focus is solely on our opening league game and ensuring we deliver a positive response.

It's going to be a packed stadium today and I know you will all enjoy the Flag Day celebrations as much as us. Let's hope the celebrations will continue throughout the afternoon. Enjoy the game.

Neil Lennon



CELTIC FC ▼



2019/20



NEW BALANCE ▲

ON TO VICTORY



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HOME KIT





'We all get the opportunity to pay homage once more to two of the greatest figures in Celtic's history – Billy McNeill and Stevie Chalmers'

WELCOME to Celtic Park today and welcome to a new league campaign as we kick off our defence of the title for an eighth successive season with another Flag Day.

I had the honour of unfurling the flag two years ago as part of my testimonial year, and today we all get the opportunity to pay homage once more to two of the greatest figures in Celtic's history – Billy McNeill and Stevie Chalmers.

The flag will be unfurled today by Liz McNeill and Sadie Chalmers, the wives of the Celtic legends who helped make Lisbon and the modern-day Celtic possible, and it's a moving gesture from the club which will mean a lot to everyone associated with Celtic.

It will be a pleasure to lead the team out today to take part in

the ceremony and I'm sure the supporters will appreciate this poignant occasion.

Once we come out of the Huddle, though, and the whistle goes, it's back to the job in hand and we know that St Johnstone will come here with a point to prove and will be intent on giving us a testing 90 minutes.

Unfurling the flag is about remembering the hard season we had last term and also about looking ahead to another tough campaign this time around – and St Johnstone are just the first team of many who will be looking to upset the momentum we've already shown this season.

That momentum comes from the four European games we have already played this season, and I'm delighted that we have recorded four wins before flying abroad again

this week, to take on CFR Cluj in the next round of the UEFA Champions League qualifiers.

We won't start thinking about that game, however, until after today's match is done and dusted, and it goes with saying that we will be going all out to begin this campaign with a win this afternoon.

You, the supporters can play a massive part in that, as you did last season by driving us on to the Treble with such fantastic backing.

Long may that continue and I hope we all enjoy the game today.



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WIVES OF CELTIC LEGENDS TO UNFURL THE PREMIERSHIP FLAG

CELTIC are set for another special day at Paradise this afternoon as the league flag is unfurled in celebration of the eighth consecutive league title, which was secured last season as the team won the Treble Treble.

The club are delighted that the wives of Celtic legends, Billy McNeill and Stevie Chalmers, are happy to accept the invitation of the Chairman to unfurl the Scottish Premiership flag prior to today's opening game of the season against St Johnstone.

Liz McNeill and Sadie Chalmers, and members of their families are attending the match as guests of the club, with both Liz and Sadie taking centre-stage as they help to launch Celtic's domestic season in style.

While Celtic made history last season in achieving the unique Treble Treble, the latter part of the season was filled with real sadness as the Celtic Family lost two true greats in Billy and Stevie. The club felt it important that it once again recognised all that these great men did for Celtic.

Celtic Chairman Ian Bankier said: "We were delighted to extend this invitation and, of course, are thrilled that Liz and Sadie have agreed to take part in this very important ceremony.

"This landmark day will signify our eighth consecutive League title, a phenomenal achievement which we should all, as Celtic supporters, take huge pride in.

"Liz and Sadie themselves have been close to the club for decades



and, given all that Billy and Stevie, two of our greatest ever players, gave to Celtic, it is very fitting that they will perform this role.

"Both Billy and Stevie gave everything to the club and as we celebrate another year of success and domestic domination for the club, we will also take time once again to remember the unique contribution which Billy and Stevie made to our great club - two men who themselves took Celtic to the top, time and time again"

Celtic Chief Executive, Peter Lawwell said: "It is a huge honour for the club to have Liz and Sadie unfurl the Premiership Title flag, and I am sure they will receive a tremendous reception from our supporters, something they deserve immensely.

"They have been in our thoughts and prayers ever since the terrible losses they experienced when Billy and Stevie passed away, and they and their families continue to receive our warmth and best wishes.

"I know the loss of both Billy and Stevie will still be very raw, but both Liz and Sadie will always be huge friends of the club and we wanted once again to pay tribute to their wonderful husbands, men who gave everything to Celtic.

"Billy and Stevie epitomised success, something we have once again delivered to our fans. We are sure Flag Day will once again be a fitting celebration, marking another great year for Celtic and also a day when we once again remember two Celtic greats with real affection."