

Review Club

VOLUME 24 - Issue 3, 2011



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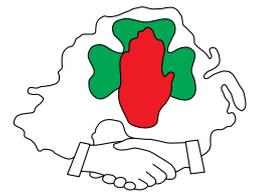
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Minutes of the executive meeting

Held in the Donegal Celtic F.S.C., Belfast
on Tuesday 10th May 2011



The Chairman, John Davidson, opened the meeting following which the Secretary read the minutes of the April executive meeting which were subsequently passed as a true record by Gerry Gallagher and Jim McCaul.

The PRO provided details of some transactions emanating from the dinner and dance arrangement which were accepted as a true account. Following on from this a detailed discussion took place on the continued success of the dinner and dance.

Joe Patterson discussed changes in the grievance procedure aspect of employment contracts. The Chairman suggested contacting the LRA to arrange some workshops for the Federation executive committee. It has been further suggested that we re-submit our current employment contract template to the Labour Relations Agency to ensure current requirements are being met.

An invitation has been received from Newry Independent Club to the official opening of their new club. Unfortunately no-one was available in view of which it was suggested that a visit to the club be arranged for Wednesday 18th May 2011. In addition, it requested that the Chairman forward a letter of congratulations to the club on a most satisfactory outcome, assuring a bright future for this long established club.

A report on the CORCA meeting at Westminster was

provided from which the smoking issue arose. It was confirmed that a smoking room has been opened at Belfast International Airport. This may open the door for a smoking area being permitted in a private member club. However it was agreed that the Federation survey indicated support for the smoking ban. Gerry Gallagher suggested that financial circumstances may have changed the support of the current stance by some clubs. The Secretary confirmed that the smoking area referred to was covered on the televised news.

Another matter raised was the VAT issue related to other avenues of opportunity such as door money charged for entry to cultural events.

The Chairman read the detail of correspondence provided by CORCA outlining the ways in which to comply.

A detailed financial report was presented by the Treasurer which was passed as a true record by Brian McCartney and Tommy McMinn.

The planned meeting with Travel Solutions was discussed with a suggestion that we await proposals from the company for groups of an average of twenty people. Editorial will be placed in Club Review on behalf of Travel Solutions with the main aim of providing a cost effective service for the travel requirements of our members.

It was also suggested we explore the possibility of arranging a

Federation day at the races at Down Royal (Maze). We feel this may be well received and would be an excellent day out for members and their partners.

The next Federation executive meeting will be held in St Paul's GAA on Tuesday 14th June 2011.

As there was no further business the Chairman closed the meeting by thanking Donegal Celtic Football and Social Club for hosting the meeting and for the excellent hospitality provided.

Bob McGlone
Secretary

VAT reclaim update

Another opportunity for clubs to recover VAT has been identified.

To qualify, clubs must have declared VAT on door entry charges to live events such as a performance by a singer, a band or a comedian, but not pre-recorded entertainment like a disco. Cultural events may also come into the frame. The door entry charge referred to must also have been submitted in all VAT returns, with all required VAT paid and must meet the Revenue & Customs (HMRC) definition of being not for profit. Finally it must also be demonstrated that partial

exemption rules have been taken into account and that the repayment will not "unjustly enrich" the club.

To recover money from HMRC several obstacles need to be overcome and the arguments put forward to ensure repayment need to be specific.

Federation accountant Lawrence Shearer is continuing investigations on this issue on behalf of the Federation.

Further information will be made known to members when available.

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A new beginning for a proud Newry club

The Federation congratulate the management committee of the St Joseph's Independent Club in Newry on the opening of their new clubrooms.

Originally based in the Church Street area of Newry in the 1880's they won the All-Ireland Championship in 1887 completing the double in 1897 when winning the Championship of Great Britain. In 1908, they became a brass and reed band moving to Kilmorey Street. In 1912 they won the Brass & Reed Championship of Ireland, repeating the feat in 1924 and 1928. But the most prestigious prize came in 1923 when they won the championship of Great Britain.

Never before had a band from Ireland won the blue riband of British bands!

On return to their hometown, the heroes were greeted at Edward Street Railway Station by a huge crowd of well-wishers which included Harland & Wolff Brass and Reed Band; Lisburn and Portadown Temperance Silver Bands; The Salvation Army Band; Warrenpoint National Band to name but a few.

The Northern Ireland Federation of Clubs is pleased to have played a small part in assisting the club in reaching this new beginning and extend very best wishes for the future.

Belmont Bowling Club celebrate Royal wedding



The members of Belfast's Belmont Bowling Club really pushed the boat out for Prince William and Kate on their big day, joining in the spirit of the event.



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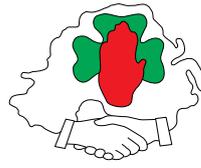


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Macmillan celebrate 100 years



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This year we wish to encourage clubs far and wide to include Macmillan Cancer Support in their charity donations/events.

Cancer is a terrible illness which affects so many with very few being untouched in some way.

The outstanding work carried out by Macmillan nurses is acknowledged throughout the land, however the charity has a wide range of other services available.

The Ulster Sports Club recognised the work of the charity by nominating Macmillan Cancer Support as the benefactor of their annual

charity night on Friday 20th May 2011 with a special CD being released with all funds being donated to the club charity fund.

Of course numerous other clubs continue to support the charity, such as Harland & Wolff Welders F.S.C. and of course the Northern Ireland Federation of Clubs in their Christmas Cheques for Charity Day.

So lets show what the club sector can do, we are renowned for our support of charities and good causes and there is none more worthy than this.

We can all play a part in



The NI Federation of Clubs, Cheques for Charity Day, was once again a big success.

making this a special year for Macmillan Cancer Support - so lets make it happen!

If each club makes even a small donation they will be playing a big part in a very special year.

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Sky sports club package

Now available from local firm Finlay Communications



On Monday 16th May Federation officers met the representatives of the Premiership as part of their visit to Belfast. The purpose of the meeting was to discuss and clarify details of the Portsmouth landlady case, now being investigated via the European Court. Although this may lead to a limited degree of success for both business and domestic users of Sky it was stated that the outcome is unlikely to result in foreign satellite being widely available legally.

We continue to advise our members to utilise the excellent package the Federation have agreed with Sky Television, which is available to sports clubs.

Sport clubs not already benefitting from this package should contact the Federation helpline. It will be required to provide evidence of your sports club status together with proof of Federation membership.

Local Sky representative Ciaran Devine has been a tremendous help in setting things up and smoothed the way for clubs to sign-up.

Private member sports clubs in Northern Ireland have a big advantage over our colleagues on the mainland in that a big percentage of our members are registered as sports clubs. Indeed, at meetings of CORCA, we have discussed this issue and

have just recently been informed that a club in England has been able to benefit by being recognised as a sports club.

A recent development sees local company, Finlay Communications, being in a position to install the Sky Club Package which will give clubs a direct means of contact. The Finlay Group have a list of other services in their portfolio all of which will be highlighted in the next issue of Club Review.

There is a temptation to sign-up to low cost packages, but past experience has highlighted the pitfalls and we urge clubs to be extremely careful as more often than not such packages work

out more expensive in the long run.

ViaSat is one of a number of satellite services currently being promoted in the UK, however at the aforesaid meeting with the Premiership legal team they confirmed that the ViaSat package is not legal in the UK but rather to the domestic market in Sweden, moreover their contract has only a limited period remaining with no guarantee that it will be renewed.

Members will be fully updated on the details emanating from the European Court Case as soon as they become available.



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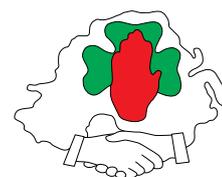


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Annual Dinner & Dance

2011 N.I.F.C. Annual Dinner & Dance

Time to celebrate amendments to clubs legislation



The 2011 dinner and dance was yet again, despite the economic situation, a huge success.

A decision taken a couple of years ago to limit the numbers attending in order to provide round tables certainly proved a good decision as it affords more consideration to those in attendance in respect of visibility and from the point of conversing with other guests.

In his welcoming address Federation Chairman, John Davidson, made reference to the continuing global economic climate which continues to capture the headlines. He also commented on amendments to the clubs legislation and accounts regulations announced by the Legislative Assembly at Stormont.

The Chairman continued by expressing particular thanks to each and every one of our trade suppliers for their support, underlining the importance of utilising the services they provide where and when possible.

Continuing, he said the Federation executive committee

derived great satisfaction from the way in which club delegates, their partners and guests, have supported this successful event each year adding his appreciation for the support he receives from the Federation Secretary, Bob McGlone, Treasurer Davy Larmour, P.R.O. Harry Beckinsale and the members of the Federation executive committee.

In conclusion he acknowledged the important role played by the sponsors of events such as this, stating that without such support things would be much more difficult. The Chairman thanked Diageo (N.I.) for providing the welcoming reception and to all those other companies who provided support and prizes for the raffle.

Speaking on behalf of the invited guests Mr Michael McCann, Commercial Director of Diageo (N.I.), complimented the club sector outlining the important economic role it plays within the business community and the leisure sector in particular. He went on to comment on the drinks industry which has seen



(Back l-r) Paddy McKenna, Diageo; Jeff Tosh, Tennents NI; Michael McCann, Commercial Director, Diageo; Brian McCartney, NIFC Vice Chairman; (Front) Tom McMinn, Kathleen McMinn; John Davidson, NIFC Chairman; Carol Davidson and Eileen McCartney

tremendous change, particularly in recent times, however despite these difficulties the club sector continues to meet the challenge before them.

On the problems associated with the stay at home culture not least of which is related to health issues, it is hoped this is a trend which will run its course. We continue to believe in the saying that those clubs which prepare best will by and large suffer less, as a number of clubs

providing good entertainment and facilities for members seem to be coping a little better.

This year, comedian 'Gene Fitzpatrick' provided the laughs with music being provided by the 'Galaxy Showband'.

This event in the club year is a shining example of how club people get along together in harmony, Perhaps those on the hill should use our template.

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Joe Patterson, Gerry Gallagher, Davy Larmour & Bob McGlone



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1. Federation P.R.O. Harry Beckinsale with Magners Brand Manager, James Simpson, and partner, Joanne Corrigan.
2. Members from RVH Sports & Social Club with Catch My Pal Snooker Club.
3. Representatives from Brantwood F.C.
4. Ricky Dean and partner representing the Windsor Snooker Club.
5. Mrs Mary Drain and Mrs McGoldrick.
6. Good to see the folks from Jumna Street in attendance again.
7. Mr Hugh Lewis and his wife representing DuPont Country Club.

Annual Dinner & Dance



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8. Mr & Mrs Lawrence Shearer of O'Hara Shearer Accountants.
9. Mr & Mrs Stephen McKenna of Coors.
10. Committee representatives from West Belfast Social Club.
11. Representatives of RVH Sports & Social Club, Belfast.
12. Members from the Central Catholic Club.
13. Regular attendees at our dinner from the R.A.O.B. Headquarters, Belfast.
14. The ladies from Hilltown getting into the spirit of things.



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- 15. Mr Brian Kennedy & his partner from Lower Falls Social Club making their first visit to our annual dinner.
- 16. David Collings, Infocash, and Joe Deery, P&F Amusements.
- 17. The guys from Bangor F.C. & Social Club getting warmed up.
- 18. Michael McCann, Commercial Director of Diageo (N.I.) with John Davidson, Federation Chairman, Andrew Montgomery, McCabes, Paddy McKenna, Diageo & Federation executive committee member, Tom McMinn.
- 19. It was good to see folks from Fall's Bowling Club in attendance.
- 20. Representatives from the West Belfast Social Club.
- 21. Members of Jumna Street and Carrick Amateur Band making a welcome return.

Annual Dinner & Dance



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- 22. Representatives from the Mountainview Social Club, Belfast.
- 23. Representatives from Falls Bowling Club, Belfast.
- 24. Pat Quinn (2nd left) with his P&F team in the company of Jim Wilson NIFC.
- 25. Federation solicitor, Maura McKay (Centre), with her husband (second right), is joined by Mrs Eileen Harris (& back) Bob McGlone, Jon Sander, Raymond Connor, Gene Fitzpatrick and Jeff Tosh.
- 26. Phillip Mallon (second from right) with his wife Pat and friends from St Paul's GAA, Craigavon.
- 27. Members of Bangor F.C. & Social Club.
- 28. Harry Beckinsale with Terry Loughins of Coors.



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Federation meet Travel Solutions

User friendly & cost effective service



As member clubs will be aware the Federation are continually looking at ways via which club management committees can save on expenditure.

A recent meeting with Travel Solutions in Belfast was arranged to specifically look at ways clubs could save on travel expenses related to travel requirements for teams and member groups. It was conveyed at the meeting that the company is driven by a desire to achieve nothing less than 100 per cent customer satisfaction, highlighting that it is little wonder they are a multi award winning local company now regarded as one of Ireland's top short break coach tour operators.

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Tennent's bold new look is in the can

Some seventy years after introducing the first canned lager to the UK, Tennent's is keeping ahead of the times with a striking new look for its cans and packaging.

The new design combines the vibrant Tennent's yellow and the iconic red T, but places them alongside a chic, smooth silver. Taken together, the elements capture the distinctive personality and refreshing nature of the brew for today's drinkers.

Tennent's has a rich history of invention and innovation in product packaging which includes pioneering the very idea of lager in cans and introducing the original flat-topped can design back in

1965. This most recent version will be the first change to the Tennent's can and packaging design in over four years.

Paul McGurk, Tennent's Marketing Manager, said "This is a fine reinvigoration of the Tennent's brand, creating a very modern and premium new look which is distinctively Tennent's. Whilst people can look forward to enjoying the same high quality lager that we have been producing in Glasgow since 1885, Tennent's has a great legacy of reinvention when it comes to the way we look, and the new design is reflective of a dynamic time for the brand as we grow and strengthen our position in the Northern Ireland marketplace."

This latest evolution for Tennent's Lager follows a dynamic 2010 for the brand, which included a through-the-line campaign celebrating the story of founder Hugh Tennent. Last year also saw on & off-trade promotions boosting trade around the major brand sponsorship of the Old Firm teams, Celtic and Rangers.



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Makeover for iconic Carlsberg brand

Carlsberg Group has recently launched a new brand proposition for its flagship Carlsberg brand, which is supported by a range of new marketing initiatives and innovations. This is being rolled out, at the same time, across over 140 markets, including Northern Ireland, and will be visible from packaging through to point-of-sale and other marketing communications.

The new positioning celebrates Carlsberg's heritage and values, while connecting with today's adventurous generation of beer drinkers. The proposition encourages consumers 'to step up and do the right thing', rewarding themselves with a Carlsberg for their deeds, and

carries the tagline "That calls for a Carlsberg".

Karen Murphy, Senior Brand Manager Carlsberg, Diageo Ireland, said "We are delighted to be revealing the new global brand proposition in Ireland with the new affinity 'Spaceman' TV ad, as well as a full suite of quality credentials. Consumers will see the new embossed Carlsberg bottles in outlets all over the country and the new positioning will reinforce Carlsberg's credentials as a superior lager in the Northern Ireland market."

Carlsberg brand's visual identity has been updated and modernised so as to build on its trusted heritage while looking to the future and increasing its

appeal to today's consumers. It has been executed through four design principles - bold, authentic, modern and approachable. The Danish Royal crown has been made more simple and distinctive and allows Carlsberg to continue to tell the story of its authenticity and premium quality. The dominant green, used since 1904, has been made more vibrant, while the antique gold has been replaced by a more sophisticated alloy of gold and silver.

Khalil Younes, Senior Vice President of Global, Sales, Marketing and Innovation, Carlsberg Group said, "Few beer brands have a logo that's strong and distinctive enough to live independently. Most

beer brands have to rely on embellishment and decoration, but the Carlsberg logo can boldly stand on its own and it still looks as fresh and modern as if it were designed yesterday."



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An advertisement for AVA Leisure. The top part features the "AVA LEISURE" logo in large, bold, black letters, with a colorful rainbow graphic behind it. Below the logo, the text reads: "AVA Leisure" introduces you to the world of gaming. Major supplier in Northern Ireland for: Casino Club, poker machines, Club fruit machines, Video games, Pool tables, CD/Video music systems, Large screen TV's. To the right of this text is an image of a large, colorful slot machine. At the bottom, the address is given as "AVA, AVA House, 14 Prince Regent Road, Belfast, BT5 6QR". The phone number is "T: 028 9079 0099". The fax number is "F: 028 9079 9899" and the mobile number is "M: 07890 533029". The email address is "E: adamstranaghan@yahoo.co.uk". At the bottom right, there is a small version of the "Approved Insurance Brokers" logo.

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Coca-Cola celebrates 125th anniversary

Coca-Cola 125 Years Thank You Fund to provide support grants to community projects

On 8th May Coca-Cola, one of the world's most iconic brands, celebrated its 125th Anniversary. On this day, 125 years ago, the first Coca-Cola was sold in Atlanta, Georgia. To mark this milestone in Northern Ireland Coca-Cola has launched the 'Coca-Cola 125 Years Thank You Fund', a Fund that will grant €110,619/€125,000 to non-profit community, voluntary and charitable organisations across the island of Ireland.

The 'Coca-Cola 125 Years Thank You Fund' has been developed and will be operated

in partnership with the Northern Ireland Council for Voluntary Action (NICVA) and The Wheel in Dublin. It has been designed to support projects and initiatives that are having a positive impact on the quality of life of local communities. A total of 15 grants will be made – ten of €10,000/£8,849 and five of €5,000/£4,424.

Marcel Martin, General Manager for Coca-Cola HBC on the island of Ireland, said, "Our 125th anniversary is a great day for Coca-Cola and we are celebrating this milestone with



Jenny Curran is pictured with Marcel Martin, General Manager for Coca-Cola HBC (centre) and Seamus McAleavey, CEO of NICVA at the Northern Ireland launch of the global celebrations that centre around Founders Day on 8th May. *Damen Kidd/Presseye.com*

a range of celebratory activities including the launch of the 'Coca-Cola 125 Years Thank You Fund'. Coke would not be where it is today without the loyal support of our consumers over many years, and we feel that giving a little something back to their communities is an appropriate way to thank them."

Commenting on the Coca-Cola 125 Years Thank You Fund Seamus McAleavey, CEO of NICVA said, "It is wonderful to see an iconic brand like Coke choose to celebrate its anniversary through the establishment of a community fund. The approach that Coca-Cola is taking means that its anniversary celebrations will have a long-term sustainable impact on communities in Northern Ireland and throughout the country. We are delighted to be associated with this initiative."

To apply to the 'Coca-Cola 125 Years Thank-You Fund' all you have to do is log onto coca-cola.ie to complete an online application form. Applications can be submitted online only until midnight on the 30th of June 2011.

After the closing date, Coca-Cola in partnership with the Northern Ireland Council for Voluntary Action NICVA (www.nicva.org) and the Wheel will create a shortlist of 45 which will be published on the website on 1st September. The shortlist will then be open to the public to vote. The public vote will be live from the 1st of September – 30th of September 2011. The public vote will account for 50% of the total vote with the judging panel awarding the remaining 50% of votes available. The 15 winners of the grants will be announced during October 2011.

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Beck's Vier goes from strength to strength

Tennent's Northern Ireland is raising a glass to the recent success of one of its key lager brands which is going from strength to strength. Beck's Vier is quickly becoming a must stock brand since its relaunch in N. Ireland last autumn. The unique characteristics and the premium credentials of the German lager recently awarded it the number one 'Hot to Stock' brand in the UK.

Beck's Vier recently stood shoulder to shoulder with Northern Ireland's most talented and famous representatives from the entertainment and hospitality sectors as it proudly supported the 5th annual Fate Awards in Belfast.



Beck's Vier promotional girl Ciara McStravick at the 2011 Fate Awards held recently in Belfast.

Niki MacCorquodale, Beck's Vier Factored Brand Manager and Judge of the Fate Awards said, "The Fate Awards recognise the 'crème de la crème' - those who continue to shine despite the current tough trading conditions. As a brand with premium credentials, Beck's Vier was delighted to be

supporting this event which celebrates the premium talent N. Ireland has to offer. The Fate Awards also provided us

with an ideal platform to launch a brand new Beck's bottle. Previously available in 275ml, the new 330ml serve is designed

to specifically suit our Irish consumers, a firm sign of our commitment to investing in the local drinks industry."



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Grab some Buds

Budweiser has launched a major national advertising campaign, which aims to celebrate the anticipation of great times and inspire summer drinkers to "Grab Some Buds".

The campaign launched with a 60 second TV advert showing Budweiser being prepared in anticipation of various social events including a music festival, football match and barbecue. The TV spot was supported by the first home page takeover of the SkySports.com homepage.

Four different 60 second radio executions - featuring various Bud 'coaches' who warn against missing out on "good times" - will run from May 27 with outdoor advertising going live nationwide from June 27.



All creative executions are being premiered on the Budweiser UK Facebook site and are supported through a digital and PR campaign.

Niki MacCorquodale, Budweiser Factored Brand Manager commented, "Budweiser is a heroic brand that goes hand in hand with the pursuit of great times. By staking a claim to own the area of anticipation we are building on Budweiser's iconic heritage and can take the brand into any drinking occasion relevant to 18-30 year old drinkers."

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New campaign for WKD'S Purple Limited Edition

Beverage Brands - owner of WKD, Northern Ireland's biggest selling Ready To Drink (RTD) brand, is rolling out the first wave of its heavyweight TV and poster advertising campaign for the new WKD Purple Limited Edition RTD launched in March.

The company says the Limited Edition has got off to a flying start, with excellent levels of distribution being achieved in the first four weeks of the launch and point of sale kits being distributed to outlets across Northern Ireland. With WKD Purple now being widely available throughout the trade, the high profile advertising campaign, part of a UK £3 million launch support programme for the new variant, kicks-in from mid-May.

WKD Purple Limited Edition is being highlighted in a new 10-second tag which has been added to the 'Have you got a WKD side?' campaign ads.

The burst breaks on air from mid-May coinciding with the climax of the close of the football season matches, and Beverage Brands is also using a targeted approach for the 6-sheet national poster campaign to support the new variant.

A trio of WKD Purple-specific poster ads are running on sites positioned close to outlets stocking the brand and at selected university locations, and go live to coincide with the launch of the TV advertising burst.

The TV and poster ads are expected to have 50 million

viewings throughout the UK, with around two-thirds of 18 to 34-year olds seeing the TV ads at least once.

Always keen to provide support for the trade, Beverage Brands is giving the opportunity to bring the campaign to life in their outlets with free launch point-of-sale kits including A3 versions of the ad posters which are being made available via the WKD POS Hotline (0800 917 3450).

Innovative and extensive in-outlet sampling activity is also giving consumers the opportunity to try WKD Purple whilst driving football and rates of sale for WKD stockists, while a digital campaign is offering consumers the opportunity to win a Limited Edition holiday with hundreds of runners-up prizes also up for grabs.

Debs Carter, Marketing Director at Beverage Brands, says, "We've had a fantastic response to WKD Purple from both consumers and trade customers alike. It has created a real buzz of excitement amongst WKD drinkers with WKD's Facebook page being inundated with comments from consumers eager to try the Limited Edition.



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Beverage Brands is a member of The Portman Group – promoting responsible drinking.



drinkaware.co.uk for the facts

A WKD Cup Final

This year's WKD Core Intermediate Cup Final was a closely-contested affair between Carrick Rangers and H&W Welders which was settled by a single, injury-time goal from Paul Heatley. The competition for the most coveted trophy in intermediate football commenced back in October and, 118 games and 472 goals later, Rangers lifted the cup at Dixon Park, Ballyclare.

This was the fourth successive year of WKD's support for the competition and 2010/11 saw WKD Core, apple cider, take on the title sponsorship and build on the successful links forged with local football over the preceding three seasons.

Over the seven months of the competition, WKD Core once again linked with Cool FM to provide coverage of each specially selected WKD Core

'Tie of the Round'. The Man of the Match for these stand-out fixtures received a WKD Core Trophy from the WKD promotional team who gamely cheered on the key fixtures from the sidelines. The award for the Final went to H&W Welders midfielder Andrew Dickson.



Billy McLroy, IFA Chairman of the Intermediate Committee, presents the WKD Core Intermediate Cup to Glenn Taggart (left) and Davy McAlinden

Debs Carter, Marketing Director for Beverage Brands, owner of WKD Core, said, "The sponsorship over the past four seasons has been a tremendous success and it's been another great competition this year. We've seen some thrilling encounters and truly WKD

action. The competition this time around was our most successful yet with 119 teams entering and the Final itself was a truly WKD occasion and a fittingly close game. A WKD well done to all the teams who made the tournament a resounding success."

First season success for Crusaders' Watson



Crusaders midfielder Aidan Watson receives the Carling Football Writers' Player of the Month award from Carling's Paula Nesbitt and Carling girl Catherine Jennings.

Aidan Watson, midfielder for Premiership team Crusaders has been named April's Carling Northern Ireland Football Writers' Association Player of the Month.

the heart of local football, supporting local talent, and bringing local people back to the game."

Carling's Jordana Grimes said, "Aidan really has stood out this month with his performance and has had a great first season with Crusaders.

Carling is delighted to be at

Jeffrey scoops 29th Carling manager award



Stephen Looney, Chairman of the Northern Ireland Football Writers' Association, presents David Jeffrey with his 29th award.

Linfield Manager David Jeffrey is overjoyed at receiving yet another Carling Northern Ireland Football Writers' Association Award, bringing his total up to 29.

The 'Blues' boss was awarded the title for April after his team ended the month lifting the Gibson Cup, their 50th league championship on the club's 125th anniversary.

"The pressure on us to deliver this season was immense, more pressure than I personally have ever experienced, so

I am delighted to have retained our title. A manager is only as good as his backroom staff and the players he works with and I am very fortunate to be blessed with both."

Lovely doubly for Dallas at Carling football awards



Crusaders starlet Stuart Dallas enjoyed double delight at the Carling Northern Ireland Football Writers Awards in May when he was named the 2010/11 Carling Northern Ireland Football Writers' Player of the Year and also the Young Player of the Year at the star-studded banquet in Belfast's Europa Hotel.

It made up for the crushing disappointment of Crusaders losing the Irish Cup final to Linfield and finishing runners-up in the Carling Premiership.

Dallas, who arrived on the Irish League scene with a bang this season, made a little bit of history as he became the first player to "do the double" at the awards since former Bangor playmaker, Paul Byrne in 1993.

Linfield, who won their fifth League and Cup double in six seasons this year, saw colourful boss David Jeffrey win the Manager of the Year award with Blues hotshot, Thompson, who scored Linfield's equalising goal in the Irish Cup final, collecting the Sunday Life Golden Boot Award.

Carrick Rangers, crowned Championship 1 champions this season and who also won the Intermediate Cup, won the Carling Non Senior Team award while their striker Paul Heatley, who scored 18 goals this term, was named the Carling Championship Player of the Year.

The Carling Merit Award, an honour for an unsung hero in Northern Ireland football, was presented to Don Horner, a

man who has dedicated his life to Ballyclare Comrades.

Irish League legends Jimmy Jones (Belfast Celtic and Glenavon) and Glenn Ferguson (Ards, Glenavon, Linfield and Lisburn Distillery), were both inducted into the Carling NIFWA Hall of Fame.

Jones, now 83, scored an amazing 646 goals during his colourful and at times controversial career. He was the Irish league's top goalscorer in six successive seasons and in 1956/57 he scored an astonishing 74 goals.

Former Northern Ireland international Glenn Ferguson, netted a sensational 563 goals and made over 1000 appearances in the Irish League.

Jones and Ferguson join Roy Coyle, Pat Jennings and Billy Bingham in the Carling Hall of Fame.

Stephen Looney, NIFWA Chairman said, "Local football has enjoyed a fitting finale with the Carling Football Writers' annual dinner in the Europa Hotel. We have been fortunate enough to have the cream of our game in the one room to celebrate both international and domestic levels. The Northern Ireland Football Writers' Association is honoured to induct Jimmy Jones and Glenn Ferguson into our Hall of Fame. Our thanks go to everyone who has made tonight a success, particularly our partners Carling who have taken to the local game with such relish. Without their help none of this would have been possible."



Crusaders Stuart Dallas receives the Carling Young Player of the Year award from Gerry Armstrong and Carling girl Catherine Jennings.

Niall McMullan of Carling, sponsors of the Football Writers and Carling Premiership, was delighted to present awards to the winners. He said, "This was Carling's second year as sponsor of the Football Writers awards banquet and just like last year it was

a tremendous night celebrating all that is good about football in Northern Ireland. The past year has been a massive one for the Carling brand, particularly in the football arena with our sponsorship of both the Carling Premiership, Carling Northern Ireland Football Writers Association and the Carling Nations Cup. We believe that our local sponsorships bring us closer to the fans and to the local game, which is



Jimmy Jones, who was inducted into the Carling NIFWA Hall of Fame, with Catherine Jennings and Paula Nesbitt from Carling.

exactly where we want to be. I would like to congratulate all of our winners on the night and welcome Jimmy Jones and Glenn Ferguson into the Hall of Fame. They are both local legends who have done so much for football in Northern Ireland.

"We look forward to another fantastic year for the Carling brand and our partnerships with the Football Writers and the IFA."

Amateur player wins £500 through Tonthepitch.com

Stephen Nabi, a 22 year old from Carryduff has been rewarded for ensuring he is registered as a football player on Tonthepitch.com, the new sporting and social website, created by Tennent's lager. He was randomly drawn from all of those who registered on the new site, which is totally dedicated to amateur and small-sided soccer in Northern Ireland, and scooped the £500 sports vouchers prize.

Fans of amateur and small sided football are encouraged to sign up at Tonthepitch.com, which gives teams and players their own 'instant' web pages – all free of charge – and provides a much-needed central hub of information and 'shop window'



Stephen Nabi receives his prize from Jacqueline Gracey at a recent heat of the Tennent's Sixes Tournament.

for the amateur and small-sided footie fraternity. The site makes it easy to set up a game, find somewhere to play, scout new players, start up a new team, talk tactics . . . or make arrangements for that great footie tradition: the post match pint of Tennent's and the Great Debate on The Beautiful Game.

UGAAWA Merit Award Winner



(L-R) Mick Murphy received the April Merit Award on behalf of his son Michael, from UGAAWA Chairman, JP Graham, and Quinn Insurance Commercial Area Manager, Shane Wilson.

Picture by Oliver McVeigh.

Ireland's youngest county football captain, Michael Murphy, is used to receiving individual awards and this month he is in the spotlight again after leading Donegal to the NFL Division 2 title with victory over Laois.

The Glenswilly man was named as the April winner of the Quinn Insurance/UGAAWA Merit Award after his storming display at Croke Park when he blasted home a penalty goal and hit a number of telling points, as well as, laying on another goal for a colleague.

"I'm delighted with this Monthly Merit Award but, of course, it's really a team award as I couldn't have won it on my own – the same as my Man-of-the-Match award. Winning the league title was really special and all these honours gives the entire team a great boost. I was very disappointed that I wasn't able to attend the presentation," stressed Michael, "but I am tied up with exams at DCU and I also have to travel up to Donegal for training. I treasure the award and I apologise for not being there."

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