

## Shilts: 'It's a tragedy!'

PETER SHILTON SHOCKED the people of Nottingham this week when he said that Nottingham Forest's demise was tragic – three months after everyone else did!

"It's very sad to see such a great club who were once the best in Europe languishing in what used to be Division Three," he said. "And even worse that nobody asked me what I thought until now!"

"I mean, bloody Garry Birtles, John McGovern, Larry Lloyd, Martin O'Neill – they all got asked to comment long before I did! In the end I had to just find a journalist and tell him what I thought."

Shilton, who is the 89th former player to comment on the club's relegation, added: "I had to get in and make this shocking statement before it was too late."

"If I'd left it any longer, Gary Megson would have started rebuilding and people would be comparing it to the early years under Brian Clough, so I thought I'd jump on the bandwagon now while everyone's still depressed."

Shilton concluded "I'll be available to comment and claim 'the Glory Years are back' at the end of the season" before leaving his publicist's telephone number and a copy of his book behind.

**Next issue: 'Nottingham Forest's relegation is tragic', by Viv Anderson, Frank Clark, Gary Mills, Jason Lee, et al**

# Promotion campaign a success, says Arthur

**BY ROBIN MONEY**

**CHIEF EXECUTIVE** Mark Arthur has declared this summer's publicity campaign a great success after 57 season tickets were sold.

"Last year we were serious about promotion," he said. "This year we were just serious about *the* promotion, as we didn't want to piss everybody off like we did last time."

"So this year we thought really hard so that we'd have an advertising campaign that nobody could possibly take the piss out of."

"As for the pricing, we figured if people were daft enough to pay that much last year when promotion was just a pipe dream,



Forest's marketing campaign for 2005/06 season tickets

they'd certainly cough up for League One football where we might actually win a few games."

The club have also been promoting their new merchandise catalogue with the slogan 'Live Forest'. "We didn't think the message was getting through to enough people that you can't be a proper Forest supporter without

wasting all of your hard-earned money on the tat, err, I mean, quality clothing that Nigel sells."

Commenting on the low number of seats sold, Mr Arthur said: "We don't mind. We haven't raised enough money to buy any new players, but at least the board members were all able to afford nice holidays this summer."



## PROPOSAL FOR A DAVID PLATT STATUE



## LOCATION: BOTTOM OF THE TRENT

KEEP IN TOUCH WITH WHAT'S HAPPENING IN NOTTS WITH LEFTLION MAGAZINE AND LEFTLION.CO.UK