

ICE HOCKEY

# Lions spring devil of a surprise

THIS is what Lions fans want. Is it a one-off or can it happen more frequently? There is a group of six people who want the Lions to make the headlines as often as any other team. The Lions have the chance to be LONDON'S PRIDE with the closure of Streatham. HERE IS YOUR CHANCE TO MAKE IT HAPPEN!

The LIONS FUND-RAISING COMMITTEE, namely Andy, Mark, Mike, Lisa, Heather and Sue; has been set up to promote and raise funds for LEE VALLEY ICE HOCKEY LTD. With the loyal support of the SUPPORTERS CLUB, and now the generous financial support of our friends at BRITISH ENGINE INSURANCE, the basis of a club has been formed. We wish to work with both these parties to make the Lions a force to be reckoned with, if not this year, in 1991/2.

In a few words, our aims are:-

- 1) To raise money in any, AND WE MEAN ANY, way we can. Not only within the rink, but outside. This gives us wider scope, and the possibility of attracting more supporters.
- 2) To advertise the sport as widely as possible, fulfilling a Public Relations role, to attract more fans.

MORE FANS MEAN:-

BETTER OPPORTUNITIES FOR FUTURE SPONSORS AND ADVERTISERS,  
BETTER VOCAL BACKING FOR THE TEAM,  
BETTER FUND-RAISING OPPORTUNITIES FOR BOTH US AND LVLSC,  
and of course, BETTER INCOME FIGURES FROM THE BIGGEST AND MOST IMPORTANT SOURCE OF ALL - ENTRANCE FEES!

- 3) With the money raised, we will offer a "blank cheque", providing funds allow, to Terry Mills and Steve James.

WE'VE EVEN THOUGHT OF INVESTING THE MONEY IN A BUILDING SOCIETY ACCOUNT RATHER THAN A BANK ACCOUNT FOR THE EXTRA INTEREST!

Our plans for the next month (so far) are:-

**SATURDAY 6TH OCTOBER: v GLASGOW**

College visits to increase the attendance at a regularly low supported fixture. For details of Steve James' club, school or group FREE INVITATION offer, see him in the bar after the game.

Also, the first of our TARGET BOND COLLECTION days. The Guardian/Gazette group of newspapers print these coupons in their issues every Thursday. Members of clubs can save them up to buy their club equipment or anything else they need. We will collect these at the first home game of the month.

**FRIDAY 12TH: (Proposed date)**

The first of a free distributed magazine called LONDON'S PRIDE. This will be on the same lines as the "9 TO 5" idea in the centre of London. Advertisers will pay for their 'Words' to be distributed to people at Bus Stations, Shopping Centres, High Streets, etc., mainly in the Waltham Forest, Ilford and Enfield areas at first. If you know anyone who would like to advertise, rates start at £15 per 1,000. The magazine's editorial content will be information on the game, the venue, the team, with news of matches and events.

**SUNDAY 4TH NOVEMBER: v HUMBERSIDE**

**TARGET BOND COLLECTION DAY once more, keep cutting!**

**SATURDAY 17TH:**

**DISCO -**

Tickets will be priced at £5 each in advance, an extra £1 will be charged at the door. Buffet available, the DJ will be Jon Santaub. Anyone who can sell as little as 5 or 10 tickets, find the British Engine Lion roaming around the rink in the intervals, and give your name and details. We only need to find 20 or 30 ticket sellers to meet our target for the event - FOUR FIGURES. Tickets will also soon be available at retail outlets throughout the area.

**HELP US TO HELP YOU TO HELP MAKE THE LIONS**

**LONDON'S PRIDE !!**