

PRESS RELEASE

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FOREST, HARTLEPOOL AND CREWE TO SHARE £50K BONUS

Nottingham Forest, Hartlepool United and Crewe Alexandra are to share a £50,000 financial boost after being named winners of an incentive scheme by FL interactive (FLi) – the digital arm of The Football League.

The three clubs will receive £30,000, £13,000 and £7,000 respectively for delivering innovative and exclusive content through their Club Player service on their official website. Club Player provides premium audio, video and text content from behind-the-scenes to subscribers at FLi's 82 clubs.

Click [here](#) to watch the winning entries

To be eligible, clubs were required to upload a minimum number of videos - five, four and three per week for Championship, League 1 and League 2 clubs respectively - between November and February.

Each club entered their best three examples to be judged by respected BBC Football League journalist, Mark Clemmit who said: **“After locking myself in a darkened room for days on end and watching every second of every entry, I finally narrowed it down to Nottingham Forest, Hartlepool United and Crewe Alexandra.**

“All three were well produced, informative and thoroughly entertaining – it is fantastic to see the clubs being rewarded for continuing to improve the content they provide fans.”

Representatives from FLi will present a cheque to Forest and Crewe respectively on Saturday 10 April and to Hartlepool on Tuesday 13 April.



PRESS RELEASE

The winners

Nottingham Forest produced a 30-minute 'Christmas Special', an interview with Stuart Pearce and previously unseen archived footage of Brian Clough.

Watch Nottingham Forest's video [here](#)

Hartlepool United entered a behind-the-scenes 15 minute film following the first team for their League One game away at Charlton Athletic, fronted by club captain Ritchie Humphreys.

Watch Hartlepool United's video [here](#)

Crewe Alexandra employed cutting-edge night vision technology in a 12-minute 'Ghost Hunters' episode featuring players and fans.

Watch Crewe Alexandra's video [here](#)

Ian Ritchie, Chairman of FLi said: **"This was a fantastic opportunity for Football League clubs in the FLi network to demonstrate their creativity and continue to raise the already high standards on Club Players.**

"I would like to thank all the clubs for their efforts and congratulate Nottingham Forest, Hartlepool United and Crewe Alexandra.

Editor's Notes

FLi is a wholly owned subsidiary of The Football League. FLi manages and develops the internet and mobile rights of The Football League and 82 participating clubs. These activities include the provision of official club websites, audio/video and mobile services.



PRESS RELEASE

The FLi network is also the largest football network globally.

FLi has over 73,000 football fans across the World who have signed up for Club Player which is FLi's new cutting edge online audio visual service.

Designed with fans in mind, matchday highlights are available first on the internet in a high quality video stream (1MB), and live matchday commentary is broadcast in near DAB quality. The service offers an interactive Match Live Centre, personalised user features, advert-free premium content and is also compatible with both PC and MAC users worldwide.

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