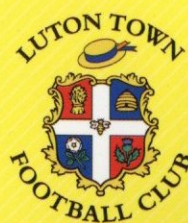


THE MATCHDAY BREW

BURTON ALBION'S OFFICIAL



BURTON ALBION vs

LUTON TOWN

Saturday 22nd November 2014 | Kick off 15:00

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ISSUE 13

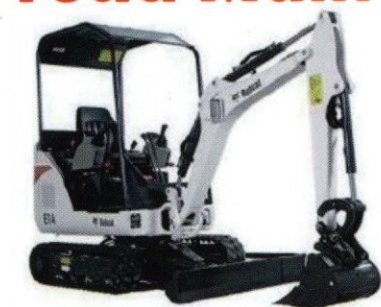
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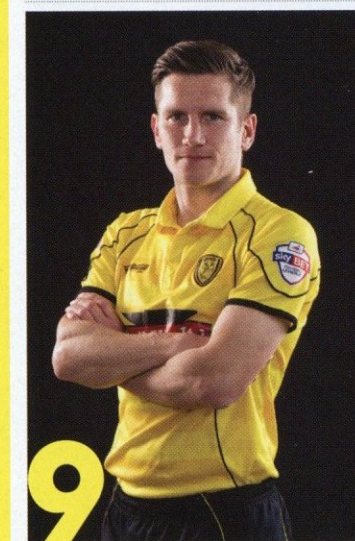
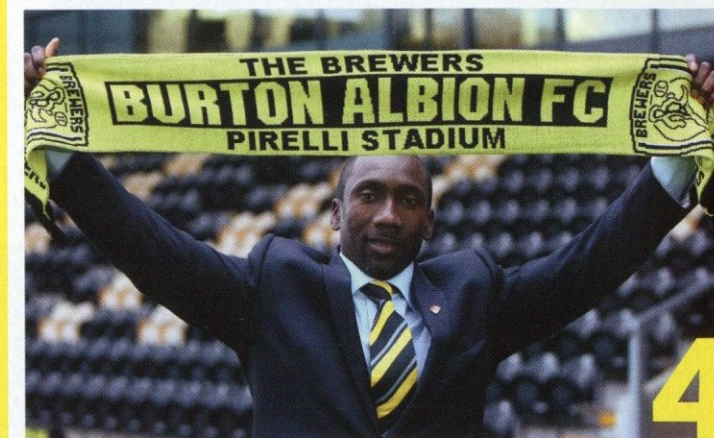
CLUB HONOURS

Football Conference (Level 5): Winners:
2008-09
Northern Premier League (Level 6):
Winners: 2001-02
Southern Football League Premier Division
(Level 6) Runners-up: 1999-2000, 2000-01
FA Trophy: Runners-up: 1986-87
Southern League Cup: Winners:
1963-64, 1996-97, 1999-2000
Runners-up: 1988-89
Northern Premier League Challenge Cup:
Winners: 1982-83
Runners-up: 1986-87
Northern Premier League President's Cup:
Runners-up: 1982-83, 1985-86
Staffordshire Senior Cup: Winners: 1955-56
Runners-up: 1976-77
Birmingham Senior Cup: Winners:
1953-54, 1996-97
Runners-up:
1969-70, 1970-71, 1986-87, 2007-08
League 2 play-off runners up:
2014



BURTON ALBION vs LUTON TOWN

WHATS INSIDE ISSUE 13



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JIMMY FLOYD HASSELBAINK

THE MANAGER

GOOD AFTERNOON AND WELCOME TO THE PIRELLI STADIUM FOR TODAY'S SKY BET LEAGUE 2 GAME WITH LUTON TOWN. I'D ALSO LIKE TO WELCOME JOHN STILL, THE STAFF, PLAYERS AND SUPPORTERS FROM LUTON WHO ARE HERE TODAY.

Today is my first home match as manager of Burton Albion, and it's something both David Oldfield and I are very excited about.

We're both relishing the challenge ahead and when the job here became available, I was determined to get it.

I spoke to many people in the game and they all had very positive things to say about the club. Having come in and met the Chairman and got a feel for the place, I can see why they were so positive. It's a family club, a well-run club and the kind of club where I want to be the manager.

I was delighted to be given the chance by the Chairman and David and I will do everything possible to be successful at the club.

Good foundations have been laid here and we're very fortunate that we can come into an environment that is so positive and so vibrant. We've been lucky to inherit a group of players that are very good and I've enjoyed working with them.

I've been impressed by what I've seen and hopefully we can bring that into today's game. We're undoubtedly in for a tough game, but it's important we show belief and we show character. We have a good group of players and it's games like these against top sides where we can show what we can do.

We had to show belief and be positive at Wycombe on Monday night, and it's always important to win games against sides around you.

Wycombe are a good side and it was really pleasing to see the way which we overcame them. They don't lose many games and even though we had our sticky moments as you can expect away from home, the players stayed calm, kept their shape and rode out the pressure.

When we attacked we did it really well, we moved the ball quickly and I thought we really deserved to win the game.

We want to bring in a style of play that is quick, involves a

" I SPOKE TO MANY PEOPLE IN THE GAME AND THEY ALL HAD VERY POSITIVE THINGS TO SAY ABOUT THE CLUB. HAVING COME IN AND MET THE CHAIRMAN AND GOT A FEEL FOR THE PLACE, I CAN SEE WHY THEY WERE SO POSITIVE. IT'S A FAMILY CLUB, A WELL-RUN CLUB AND THE KIND OF CLUB WHERE I WANT TO BE THE MANAGER. "

lot of passing and is something the fans will want to come and watch.

It's early days, but the way we played on Monday showed signs of that, and even when we conceded the goal in the second half, we showed character to come back, score again and see the game out very well.

Today's game will be tough, but I'm looking forward to a game with high tempo, high intensity and a good atmosphere.

The support we've had since we arrived at the club just over a week ago has been fantastic and I'd like to thank you all for the support. I've already seen the fans at the club are very good. The support at Wycombe on Monday night was very positive and we want you to create another good atmosphere today.

Enjoy the game

Jimmy Floyd Hasselbaink





Ben Robinson

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BEN ROBINSON

THE CHAIRMAN



GOOD AFTERNOON AND WELCOME TO THE PIRELLI STADIUM FOR THIS AFTERNOON'S SKY BET LEAGUE 2 CLASH WITH PROMOTION RIVALS LUTON TOWN AND I AM PLEASED TO WELCOME THEIR TRAVELLING DIRECTORS, PLAYERS, STAFF AND SUPPORTERS WHO HAVE MADE THE JOURNEY TO THE PIRELLI STADIUM THIS AFTERNOON. I'D ALSO LIKE TO WELCOME TODAY'S SPONSORS AND INVITED GUESTS.

Today's game marks the first home match for our new Management duo of Jimmy Floyd Hasselbaink and his Assistant, David Oldfield and they made a flying start to their Managerial careers with a great win last Monday evening away to Wycombe Wanderers, 3 - 1 which was shown live on Sky TV.

I would like to welcome the family of Lydia Bennett to today's game, including her parents Paul and Carole Bennett. Everyone at Burton Albion was deeply shocked and saddened by her sudden passing on the 4th November at the young age of 17. Lydia was a player at Burton Albion Ladies and until recently part of our Community Trust's Girls Education programme.

Everyone has been overwhelmed by the messages of support from the whole football world. Today we will all be observing a minute's silence before kick-off, as have all of our teams over the past two weeks.

Also joining us this afternoon are representatives from Kyreigh's Kause, a charity to set up to help a local boy raise funds for an important operation in the USA.

Five year old Kyreigh O'Regan, from Uttoxeter, has cerebral palsy and needs daily physiotherapy. He falls over regularly and has to wear a helmet at school and have a carer with him at all times.

His mother Sasha has been trying to raise £65,000 for an operation that is only available in the USA. She hopes it will enable her son to walk unaided, freeing him from the need to use a wheelchair and the prospect of a life of pain.

Local sports clubs have been among those who have already helped raise more than three quarters of the money needed for the operation in St Louis, Missouri.

Two of Uttoxeter's best-known charitable organisations, the Lions and Rotary Clubs have joined forces to make a collection at today's match in support of Kyreigh's Kause and also at half-time they will be drawing a raffle which has also been organised.

This afternoon's match is kindly sponsored by club Director Rob Brown's company, Anvil Hire Ltd who are also Burton Albion's main sponsors. Based locally, Anvil Hire Ltd who are one of the largest independent plant hire companies in the Midlands serving a wide range of trade businesses and they take pride in their business being based on the highest level of service which they deliver to all of their customers.

This afternoon's matchball is kindly sponsored by Particle Technology who are proud to continue supporting their local club Burton Albion, as they have done for a number of years. The company is represented at today's game by Director, Sue Gregory and invited guests.

Particle Technology are specialists in both equipment and filter testing providing either the equipment or the analysis service required for the determination of the technical cleanliness of components, in accordance with inspection standards ISO16232/VDA 19.

The company also manufacture test dust materials that are used worldwide, for the testing and certification of a wide range of equipment, such as automotive and aerospace engines, filtration systems and machinery.

Our programme sponsors today are Nospario Creative who are a vibrant website design and development agency. Nospario Creative specialise in the design and development of E-commerce and Content Management System websites, Search Engine Optimisation and Digital & Email Marketing.

Based in Burton-on-Trent the company are ideally located right in the centre of the UK and the companies team of four have between them over 40 plus years of experience in the industry and their clients can be assured of the knowledgeable and the companies creative team who are always willing to go that extra mile to make sure their clients are more than satisfied with their work and the highest level of service.

Just a reminder that this years Annual General Meeting for club shareholders will take place on Wednesday 3rd December 2014 at 7:00pm in the Tom Bradbury Lounge.

Thank you for your continued support.

Ben Robinson
Chairman



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2014-15 STAT PACK



BURTON ALBION

v

LUTON TOWN



MATCH FACTS

This will be the first competitive meeting between Burton and Luton.

After winning the previous five, the Brewers are without a win at home in three (D1 L2).

Stuart Beavon has provided seven assists this season, six more than any other Burton player.



Only Wycombe (17) and Burton (16) have won more points on the road this season than the Hatters (15).

Luton are unbeaten in 11 (W9 D2); their best run in the Football League since February 2005 (14).

Mark Cullen has scored eight league goals for Luton this term, six more than any other player.

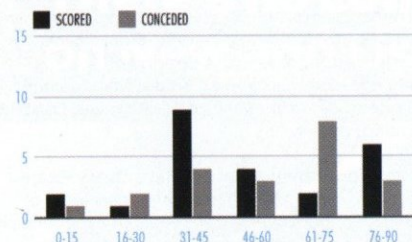
MATCH FACTS

SHOTS OFF TARGET	SHOTS ON TARGET	GOALS	PLAYER
9	16	4	AKINS
4	11	4	BLYTH
14	11	4	MACDONALD

TOP SCORERS

PLAYER	GOALS	SHOTS ON TARGET	SHOTS OFF TARGET
CULLEN	8	15	16
HOWELLS	2	6	3
WILKINSON	2	6	9

GOAL TIMES



RESULTS LAST 10 LEAGUE SEASONS

SEASON	P	W	D	L	GF	GA	PTS	FINAL POS
2011/12	17	8	5	4	26	22	29	17
2013/14	17	8	3	6	21	20	27	6
2012/13	17	7	5	5	25	22	26	4
2009/10	17	7	4	6	24	23	25	13
2010/11	17	5	6	6	22	20	21	19

PREVIOUS MATCHES

MON 17 NOV 2014

1-3
0-1 HT

1	SHOTS ON TARGET	5
6	SHOTS OFF TARGET	3
5	CORNERS	3
2	YELLOW CARDS	2
0	RED CARDS	0

SAT 15 NOV 2014

1-0
0-0 HT

5	SHOTS ON TARGET	4
5	SHOTS OFF TARGET	7
5	CORNERS	9
1	YELLOW CARDS	1
0	RED CARDS	0



*Team has not played in 10 different league seasons.

LEE BELL

BREWERS INSIDER

GOOD AFTERNOON AND WELCOME TO TODAY'S SKY BET LEAGUE TWO FIXTURE AGAINST LUTON TOWN. I WOULD LIKE TO WELCOME THE PLAYERS, STAFF AND SUPPORTERS THAT HAVE MADE THEIR WAY HERE TO THE PIRELLI STADIUM FOR THE FIRST EVER GAME BETWEEN OUR TWO CLUBS.

Since we last played here three weeks ago a lot has happened at the club. After such a great game here against Plymouth we left Barnsley disappointed to have gone out of the FA Cup at the first hurdle. We more than matched a League One side for most of the first half and had it not been for two very good saves from their goalkeeper we could easily have been ahead through either Robbie or Shane.

It was disappointing to concede twice just before half time and after that we were chasing the game against a very good side. We all felt that the scoreline was harsh on us and we were disappointed, not just for ourselves, but also for the supporters who have enjoyed some good cup runs with us in recent years.

Mike Whitlow and Neill Hornby were in charge of us for both the Plymouth and Barnsley games with both Ian Sharps and myself helping out and I know that all of the lads appreciate all the hard work that Mike and Neill put into preparing us for those two games. Mike has helped a number of our current squad progress through our Academy to the first team and hopefully that will continue with our new management team in place.

There has been a real buzz around the club over the last week or so ever since we found out that Jimmy Floyd Hasselbaink was coming in to be our new manager. When someone of that stature within the game becomes your new boss it gives everyone a boost.

The Chairman had over sixty people wanting to manage this club and that is testament not only to Gary and his coaching team but also to us as players. We have put a huge amount of work into getting to where we are now and there is a real determination to take it to the next level.

As a squad we have to forget about all the media attention that has been around the club recently and concentrate on what we do best. Training has been very bright and sharp with only an unfortunate injury for Dean Lyness putting a slight dampener on things. We all hope that Deano makes a speedy recovery and will be back in training as soon as possible.

Anyone who saw our game at Wycombe on Monday would have seen that we looked just as determined as ever and we came away with an excellent result against one of the form sides in the division. To go there in front of the television cameras and play as we did in the new manager's first game, scoring three times

“ THERE HAS BEEN A REAL BUZZ AROUND THE CLUB OVER THE LAST WEEK OR SO EVER SINCE WE FOUND OUT THAT JIMMY FLOYD HASSELBAINK WAS COMING IN TO BE OUR NEW MANAGER. ”

showed our great spirit, especially when Wycombe scored to get the game back to 2-1.

We showed great character and replied within minutes through Blyth to restore our two goal lead. In the end we more than deserved our win and it really gave our supporters down there something to make even more noise about!

Today is another big game against the league leaders and as players these are exactly the sort of games we want to be involved in. We know that Luton are bringing a large travelling support today so your backing is going to be very important, not only in giving our new management team a warm welcome to the club but also in getting behind the team and helping us to hopefully get another win on the board.

Enjoy the game
Lee





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CLUB NEWS

A ROUND-UP OF ALL THE LATEST NEWS FROM IN AND AROUND THE PIRELLI STADIUM

Burton Albion

BREWERS SIGN WEALE ON LOAN

Burton Albion have signed goalkeeper Chris Weale on a one-month loan deal from Yeovil Town.

The 'keeper started his career with the Glovers in 2000 and made over 150 appearances in his first spell at Huish Park. After leaving in 2006 he spent time at Bristol City, Leicester City and Shrewsbury Town before returning to Yeovil in the summer.

Weale, 32, comes in following an injury to Dean Lyness and was an unused substitute for Monday's win at Wycombe Wanderers.

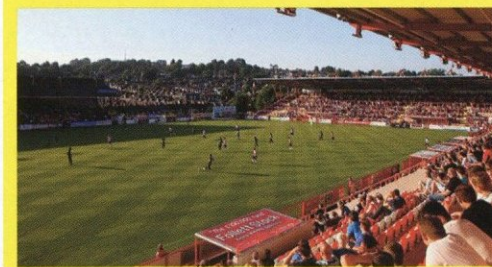


EXETER CITY CLASH CHANGES DATES



Burton Albion's Sky Bet League 2 fixture away at Exeter City has been rearranged for Saturday 6th December with a 3.00pm kick-off.

The game at St James' Park was due to be played on Tuesday 3rd March 2015, but after both sides were beaten in the FA Cup first round, the date has become available for both teams to bring the game forward at the convenience of supporters.



SHREWSBURY TICKETS NOW ON SALE

Tickets for Burton Albion's Sky Bet League 2 trip to Shrewsbury Town on 29th November are now on sale.

Tickets are available from the club shop at the Pirelli Stadium, or by calling 01283 565938.

Family ticket offers are available for this game, and prices can be found below.

Adult: £20.00
Senior (65+): £15.00
Students with Valid NUS Card: £14.00
Juniors 12 - 16 Years: £12.00
Juniors 11 & Under: £5.00
Family Ticket - 1 x Adult & 1 x 12-16: £24.00
Family Ticket - 1 x Adult & 1 x 11 & Under: £22.00
Additional Junior 12-16: £4.00
Additional Junior 11 7 Under: £2.00
Disabled Adult/Senior with Carer FOC: £15.00



AWAY TRAVEL DETAILS FOR REMAINDER OF 2014 CONFIRMED

Official away travel is now being taken for Burton Albion's remaining away games in 2014.

Coach tickets can be bought from the club shop at the Pirelli Stadium, or by calling 01283 565938.

Shrewsbury Town

Date: Saturday 29th November 2014
Departs Pirelli Stadium at 12.30pm
Price per seat £10.00
Expected return time 7pm approx.

Exeter City

Date: Saturday 6th December
Departs Pirelli Stadium at 9.30am
Price per seat £17.00
Expected return time 8.30pm approx

Southend United

Date: Friday 19th December 2014
Departs Pirelli Stadium at 3pm
Price per seat £14.50
Expected return time 1am approx

Accrington Stanley

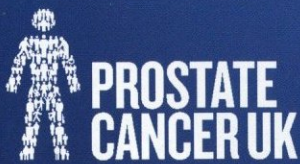
Date: Sunday 28th December 2014
Departs Pirelli Stadium at 11am
Price per seat £11.00
Expected return time 7.30pm approx



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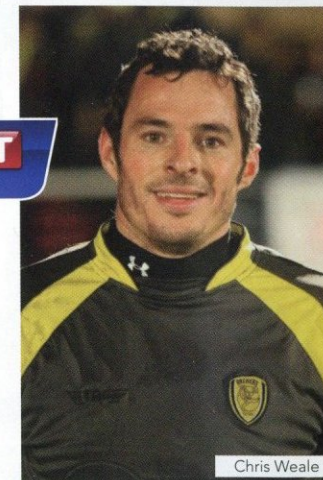
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LEAGUE 2 REVIEW

By Ian Hawkins



Chris Weale

WITH THE LOAN WINDOW DUE TO CLOSE ON THURSDAY OF THIS WEEK TEAMS ARE TRYING TO MAKE THOSE LAST MINUTE TWEAKS TO GET THEM THROUGH TO THE NEW YEAR WHEN THE FULL TRANSFER WINDOW RE-OPENS.

Albion of course have moved quickly to bring in Chris Weale from Yeovil as cover for Dean Lyness while he recovers from his broken leg, picked up in training in manager Jimmy Floyd Hasselbaink's first session as boss.

Cambridge United are not letting the grass grow under their feet and have dipped into the loan market to bring in winger Matty Blair in from League One side Fleetwood Town. The 25-year-old has played 10 times for the League One side this season, but has not started a game since September. He played three games during a loan spell at Northampton last term. "With recent injuries, it was really important that we strengthened the squad with the deadline for the loan window soon approaching," said U's director of football Jez George. "Matty is a player that we've known about for a long time. We first tried to sign him in 2011 and we've monitored his progress ever since. "He has all the attributes that we look for in a wide player, as well as the character and attitude we demand in our players, and we look forward to him joining the club."

As the U's bring one in then Tranmere Rovers have lost one of their loan players with striker Armand Gnanduillet finding himself recalled by Chesterfield boss Paul Cook. The Ivorian joined on a one

month loan deal last month scoring twice in four appearances for the club but with the Spireites on a run of seven games without a win the big striker will find himself in with a shout of lining up against Barnsley in League One this weekend.

Promotion chasing Bury have made goalkeeper Rob Lainton available for loan following the signing of Scott Loach. Since arriving on loan from Rotherham United, Loach has established himself as number 1 at Gigg Lane. The former Watford stopper is an ex-England under 21 international and with his spell with the Shakers running until mid January Lainton has been told he is free to leave on a temporary basis in search of regular action. Lainton started the season as first choice, despite the summer arrival of Shwan Jalal and played fifteen times losing only three times. Bury have gone on to lose their last two matches since Lainton dropped out of the side.

Cheltenham Town chairman Paul Baker has told manager Mark Yates that finds are there to bring in loan signings ahead of this week's deadline. The Robins were left smarting from a humbling 5-1 defeat at Stevenage last weekend and after a strong start to the campaign Cheltenham have slowly slipped down the table. Baker, who feels "some big characters and physical players" are needed at the

League Two club, also said that any new arrivals would be with a view to a permanent deal, rather than just short-term options. He told the Western Daily Press: "We need to strengthen the squad and that will mean getting loan players in.

The Stevenage game showed we need some big characters, physical players and captains." John Marquis goes back to Millwall after Saturday's game with Wycombe, so we will be looking to strength the forward line, but that's down to Mark. He knows what he wants and he knows what he needs." And we are potentially looking at players we can bring in with a view to signing. That would be my preference because we want people here who will buy into the club and become a Cheltenham Town player and that is difficult when you're only here on a month loan. "We've not had the best of luck with month-long signings with Koby Arthur and Jordan Wynter being recalled but let's see what Mark can do. If we do sign someone, the league is still all to play for. "We need to kick on, and make sure we are in touching distance of those play-off places come Christmas."



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THE NUMB3RS GAM3

BURTON ALBION
VS LUTON TOWN



-30

Points deduction Luton were handed in the 2008-09 season, contributing to their relegation from the Football League

ONE

This afternoon's game will be the first meeting between the two clubs

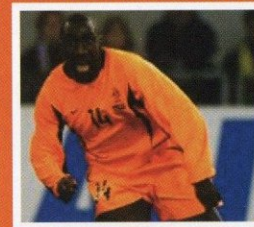
FIVE

Alex MacDonald's fifth goal of the season at Wycombe on Monday night means this season is the most prolific of his career so far

11

This afternoon's visitors are currently on a 11 game unbeaten run

23



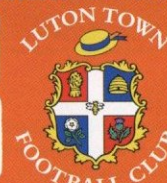
Number of Netherlands caps won by Jimmy Floyd Hasselbaink

24



Goals scored by Jimmy Floyd Hasselbaink in his one season at Atletico Madrid in 1999-2000

178



Luton Town appearances made by assistant manager David Oldfield in two spells at the club

101



Points Luton earned to secure promotion back to the Football League last season

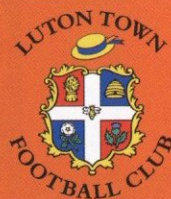
10,356

Capacity of Luton Town's Kenilworth Road ground



WELCOME

LUTON TOWN



Words by Liam Staley

CLUB FACTFILE

FULL NAME
Luton Town Football Club
NICKNAME
The Hatters
FOUNDED
11 April 1885; 129 years ago
GROUND
Kenilworth Road
CAPACITY
10,356
CHAIRMAN
Nick Owen
MANAGER
John Still
2013-14 POSITION
Conference Premier, 1st

THE CLUB

This afternoon Luton Town visit the Pirelli Stadium for the first time and the club have made an instant impact on their return to the Football League, as they sit top of League Two. After a patchy opening month with one win in six games, the Hatters are currently on an impressive 11-game unbeaten run, including nine victories.

Founded in 1885, the Hatters became the first football club in southern England to turn professional. They joined the Football League in 1920 and reached the top flight for the first time in 1956. They made the FA Cup Final in 1959, where they lost 2-1 to Nottingham Forest at Wembley.

But the most historic triumph for the club came in 1988, when they famously defeated Arsenal 3-2 to lift the League Cup, with Brian Stein scoring a dramatic winner with the final kick of the game. The League Cup Final was reached again in the following season, which ended in a 3-1 defeat to Nottingham Forest.

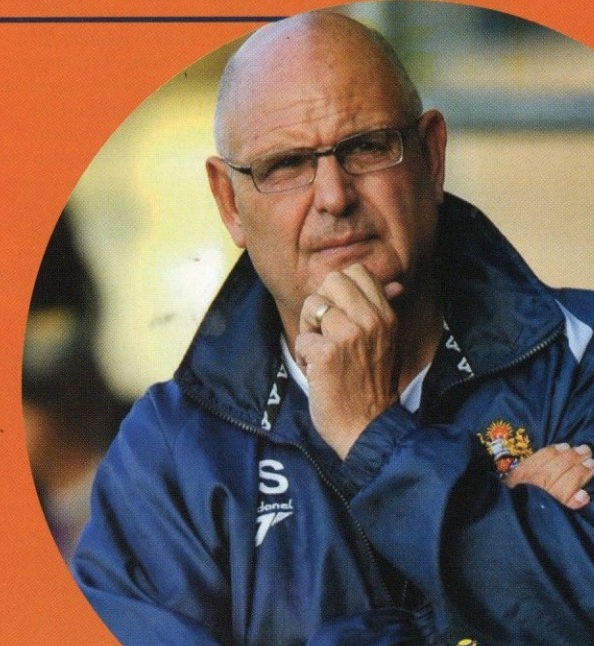
In recent years, the Hatters fans have faced plenty of turmoil with three consecutive relegations and a number of hefty point deductions due to financial irregularities, resulting in the club losing their Football League status in 2009. One highlight was the Football League Trophy final win over Scunthorpe United in front of over 55,000 fans at Wembley. They made the Conference play-offs in three consecutive seasons but missed out on promotion each time, losing twice in the final.

The appointment of John Still from Dagenham & Redbridge in February 2013 proved to be a turning point. He signed a number of consistent performers including Luke Guttridge and Paul Benson, and along with the form of defender Steve McNulty and the goals from Andre Gray, the Hatters embarked on a 29-game unbeaten run to win the Conference title. Despite losing Gray to Brentford in the summer, Still's team have continued their progression into this campaign.

THE MANAGER - JOHN STILL

John Still began his managerial career at Leytonstone & Ilford in the late seventies and won the Isthmian League title with the club in 1982. He also won titles with both Dartford and Maidstone United before moving to Redbridge Forest in 1989. He guided Redbridge to the Isthmian League title in 1991, before the club merged to become Dagenham & Redbridge. Still was given his first taste of league management in 1994, when he was appointed as Peterborough United manager, a tenure that lasted just over a year.

He became Barnet manager in 1997 and remained with the Bees until 2002, though he was twice in a capacity as Director of Football. Still then returned to Dagenham in 2004 and had a largely successful decade in charge of the Daggers. They won promotion to the Football League in 2007, winning the Conference title and then went up to League One in 2010, with a 3-2 play-off final win against Rotherham United. Although their stay in the third tier only lasted one season, Still gained a reputation for developing young players on a low budget. He was appointed Luton Town manager in February 2013 and led the Hatters to the Conference title in his first full season.



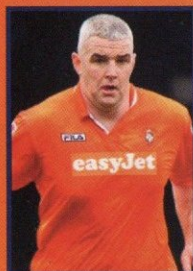
FAB FOUR


BETWEEN THE STICKS
MARK TYLER

A 37-year old goalkeeper who has been a regular between the sticks for Luton Town since joining the club from Peterborough United in 2009. Tyler progressed from the youth team at Peterborough and made his senior debut against Birmingham City in September 1994. He went on loan spells to

Billerica Town and Yeovil Town in the following two seasons and then established himself as first-choice for the Posh in the 1997-98 campaign. He helped the club win promotion to Division Two in 2000, keeping a clean sheet in the play-off final win over Darlington.

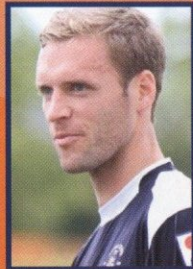
Tyler was a virtual ever-present for Peterborough for ten seasons, making a total 486 appearances at London Road. He went on a two-month loan to Bury in January 2009, where he kept four clean sheets in 11 games with the Shakers and then departed Peterborough at the end of the season on a free transfer. He then joined Luton on a two-year deal, quickly becoming a key member of the Hatters team and was awarded with the club's player of the year award in 2011. Last season he played a key role in the Hatters title triumph, keeping a club-record 23 clean sheets and also triggered a contract extension until 2015.


AT THE BACK
STEVE MCNULTY

Having been appointed as Luton's captain ahead of this campaign, McNulty has proved to be an influential figure since joining the club in January 2013. He began his career at Liverpool, where he progressed through the youth ranks and captained the under-19 side. He was released in 2003 and joined Burscough in the Northern Premier League, where

he spent two seasons. He then had a two-year spell with Vauxhall Motors before moving to Barrow on a free transfer in 2007. He captained Barrow to promotion via the play-offs during his first season with the Bluebirds and was also named as Conference North Player of the Year.

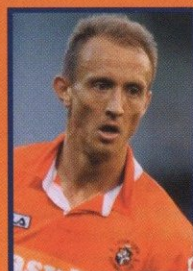
McNulty dropped down a division to join Fleetwood Town in June 2009, for a then-club record fee of £17,000. Like with Barrow, he captained the club to promotion in his first season and then reached the Conference play-offs in the following year. He was part of the Fleetwood team that won the Conference title in 2012, which gave him his first experience in the Football League. After joining Luton in the beginning of 2013, he proved to be a consistent performer for the Hatters during the title triumph last season, and was awarded with the club's player of the year award.


IN THE MIDDLE
ANDY DRURY

Returned to Luton Town this summer for a £100,000 fee, having spent last season at Crawley Town, where he scored five league goals in 41 appearances. The creative midfielder started out at Sittingbourne before moving to Gravesend & Northfleet in 2003. After a promising three seasons in Kent,

with 19 goals in 101 games, he signed for Lewes in 2006. He helped the Rooks win the Conference South title in 2008 with 12 goals, which included a hat-trick in a 4-0 win over Havant & Waterlooville. He joined Stevenage in 2008 and was part of the side that won the FA Trophy in 2008 and the Conference in 2009.

Drury secured a move to Ipswich Town in January 2011 in a deal worth £150,000, following an impressive six-month spell at Luton Town, where he scored six goals in 23 games. He made his debut during a 6-0 win at Doncaster Rovers and featured regularly until the end of the season. He went on a three-month loan to Crawley Town at the start of the 2011-12 campaign, scoring four times and won his place back in the Ipswich team on his return. He was released by the Tractor Boys in 2013, resulting in his return to Crawley last summer.


UP TOP
PAUL BENSON

A 35-year old centre forward, who signed for Luton Town on a permanent deal in the summer, having scored 17 goals on loan last season. Benson caught the eye of John Still with 96 goals in 59 games for White Ensign in the Essex Olympian League, and signed for Dagenham & Redbridge in 2005. In his second season with the Daggers, he

helped the club to the Conference title and won the golden boot with an impressive 28 league goals. He then established himself as a top striker in League Two and helped the Daggers win promotion to League One in 2010, scoring in the play-off final win against Rotherham United.

Benson completed a move to Charlton Athletic in August 2010 and scored 10 goals during his first campaign with the Addicks. He fell out of favour in the following season and joined Swindon Town in January 2012, as part of a swap deal with Leon Clarke. He made an instant impact at the County Ground, where scored 11 goals to help the Robins win the League Two title. The following season he went on loan spells to Portsmouth and Cheltenham Town, before joining Luton last season, where he struck a formidable partnership with Andre Gray.

ONE TO WATCH

MARK CULLEN

Mark Cullen is currently a striker in form having scored five league goals in October, a feat which saw him awarded with the League Two Player of the Month award. The 22-year old scored a perfect hat-trick in the 3-1 win over Dagenham & Redbridge and has helped fill the void left by last season's top scorer Andre Gray.

Manager John Still said: "Although Mark has hit the headlines with his goals in October, his overall performances so far this season have been terrific."

"He is capable of scoring any kind of goal, and obviously his hat-trick against Dagenham saw him highlight that, with goals with both feet and his head."

The centre forward progressed through the youth system at Hull City and made his senior debut during a 4-1 defeat at Wigan Athletic in January 2010. He was regularly used as a substitute for the Tigers in the following campaign, before going on a month's loan to Bradford City in January 2011. Cullen had two separate loan spells at Bury and then joined Stockport County on loan in February 2013 until the end of the season, scoring four goals. Following his release from Hull, he signed for Luton Town ahead of last season, grabbing eight goals in 30 games.

FACTFILE

FULL NAME
Mark Cullen
DATE OF BIRTH
21 April 1992
PLACE OF BIRTH
Ashington, England
HEIGHT
5 ft 9 in
PLAYING POSITION
Striker
LUTON APPS
43
LUTON GOALS
16



LUTON'S LAST 3 RESULTS

SKYBET LEAGUE 2

LUTON 1-0
TRANMERE

 SATURDAY 15TH
 NOVEMBER 2014
 KICK-OFF: 15:00PM


FA CUP

LUTON 4-2
NEWPORT

 SATURDAY 8TH
 NOVEMBER 2014
 KICK-OFF: 15:00PM


SKYBET LEAGUE 2

EXETER 1-1
LUTON

 SATURDAY 1ST
 NOVEMBER 2014
 KICK-OFF: 15:00PM


MORE AWAY POINTS FOR THE BREWERS



CARLISLE 3-4 BURTON

TUESDAY 21ST OCTOBER 2014 | BRUNTON PARK | KICK-OFF: 19.45PM

Dempsey 12
Potts 45
Asamoah 65

McCorry 5
Bell 27
Blyth 40, MacDonald 45

CARLISLE

BREWERS

20 HANFORD	01 MCLAUGHLIN
26 WHITE	02 EDWARDS
23 O'HANLON	06 SHARPS
12 THIRLWELL	03 CANSDELL-SHERRIFF
02 GRAINGER	05 TAFT (MCCORRY - 3')
16 POTTS	10 AKINS
08 SWEENEY	07 BELL
10 DICKER (ASAMOAH - 45')	23 PALMER
03 ROBSON (ELLIOTT - 74')	11 MACDONALD
31 ILIEV (BECK - 45')	09 BEAVON
22 DEMPSEY	12 BLYTH (MCGURK - 86')

GAME SNAPSHOT

SEVEN GOAL THRILLER SAW BURTON ALBION TAKE ALL THREE POINTS

A seven goal thriller at Brunton Park saw Burton Albion return from the long trip to Cumbria with all three points mainly thanks to a vibrant first half performance that saw Albion score all of their goals. Stunning strikes from Damien McCorry and Lee Bell along with cool finishes from Jacob Blyth and Alex MacDonald had Albion 4-1 ahead before Brad Potts reduced arrears on the stroke of half time with an effort that fizzed past Brewers keeper Jon McLaughlin and a sterling second half performance from the home side almost rescued at least a point with dubious Albion defending gifting the Cumbrians a third prior to a late onslaught that Albion resisted to get back to winning ways.

To get back on the victory trail the Brewers side showed two changes to the team beaten at home to Morecambe on Saturday.

"I JUST RAN ONTO IT AND THERE WAS ONLY ONE THING IN MY MIND, WHICH WAS TO HAVE A SHOT. I CAUGHT IT REALLY NICE AND IT JUST SAILED INTO THE TOP CORNER. I'D DEFINITELY PUT IT UP THERE, BUT I WOULDN'T VOTE IT THE BEST ON THE NIGHT."

Damien McCorry

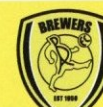


Photography by John Potts



SUBS:

Marrow, Meppen-Walter
Beck, Brough
Elliott, Asamoah, Eccles



SUBS:

Lenihan, Weir
McCorry, Lyness
Knowles, McGurk, Harness



FLASH BACK

BURTON ALBION
vs LUTON TOWN

THIS WAS ONE OF THOSE FIXTURES THAT HAD LEFT ME SCRATCHING MY HEAD AS TO WHAT I WAS ACTUALLY GOING TO WRITE ABOUT IN TERMS OF PREVIOUS CONNECTIONS BETWEEN THE TWO CLUBS. ALBION'S PROMOTION TO THE FOOTBALL LEAGUE IN 2009 COINCIDED WITH THE HATTERS DESCENT INTO THE CONFERENCE.

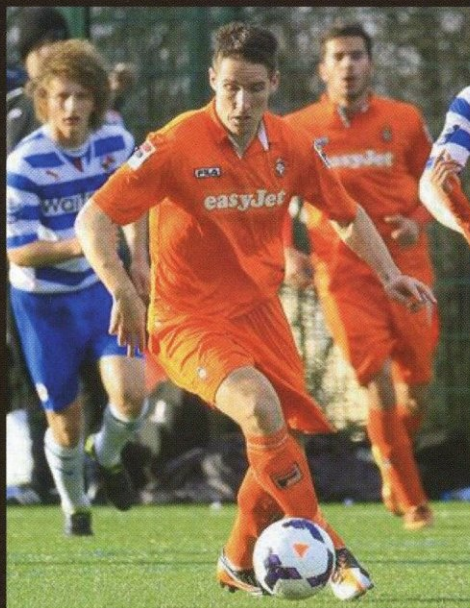
There were no doubt some people in the game who envisaged that the two clubs would cross-over again twelve months later however the Brewers have gone on to more than establish themselves as a force in this division while the Hatters found out that the Conference is an unforgiving league and it has taken the team from Kenilworth Road five years to return to the Football League, amongst the hallowed 92. Three times Luton reached the Conference play-offs, losing in the semi-finals at the first attempt and falling at the final hurdle against both AFC Wimbledon (penalties) and York City before finally making it back at the end of last season and they already look more than capable of sustaining a challenge to continue their momentum to not only re-establish themselves in the League but push on through. Hopefully if the Hatters manager to secure back to back promotions then they can take the Brewers up with them, with a former Hatters favourite now striving to take the Brewers up to League One for the first time in their history.

When Jimmy Floyd Hasselbaink walked into Burton Albion last week he brought with him David Oldfield who has become a well respected coach since finishing his playing career which included two spells with the Hatters. For those of you who may not know too much about the Brewers new number 2 then let me introduce him. Born in Australia, David moved to England as a young boy and began playing in the local Buckinghamshire league before being spotted by Luton in 1986. David made his breakthrough into the first team during the 1987-88 season in the old First Division and went on to make thirty nine appearances, scoring eight times before attracting the attentions of Manchester City who at this time were in the old Second Division. David was sold for a fee of £600,000 having also been selected for the England under-21 side in his time at Kenilworth Road. A change of manager at Maine Road saw David move to Leicester City and after helping them into the Premier League he returned to Luton for a second spell this time racking

up 140 appearances and netting 24 times from midfield. Further moves to Stoke, Peterborough and Oxford brought the curtain down on a fine playing career and David now looks set for a successful spell on the other side of the touchline having worked with the under 21s at West Bromwich Albion for three years and taking up a senior role in youth development at MK Dons. The chance to work in senior professional football proved too hard to turn down and we welcome him here as assistant manager. I am sure that Luton fans will wish him well, but probably not until after today!

PLAYED FOR BOTH JON SHAW

Sheffield born Jon was a popular figure with the Brewers showing a good eye for goal after Nigel Clough brought him in following his release from hometown club Sheffield Wednesday. A promising striker Jon played 24 times for the Owls netting just twice in his first team opportunities, his first goal for the club, ironically coming against Luton. Dropping into the Conference Jon rediscovered his goalscoring touch with 31 goals in 115 appearances in an Albion shirt over three seasons. After leaving the Brewers Jon served Halifax Town, Rochdale, Mansfield Town and Gateshead and scored plenty of goals along the way. His most prolific spell after leaving the Brewers was for Gateshead and 56 goals in just short of a century of appearances enticed Luton to take him to Kenilworth Road to pep up their attack ahead of another assault on the Conference. His first season with the Hatters yielded ten goals but an injury hit second season meant he missed most of Luton's title winning campaign leading to his release and subsequent return to Gateshead at the start of this season.



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BREWERS SNAP SHOT



Words by Nigel Powlson

THE PROGRAMME:
Tuesday, August 18, 2009
Coca Cola League 2

THE TEAMS: Brewers 0-2 Torquay

THE BREWERS:

The Brewers had had a patchy start to life as a Football League club. The opening day of the season had seen defeat in Albion's first ever fixture at this level, losing 3-1 away at fancied Shrewsbury Town. It was followed by a disappointing drubbing in our first ever League Cup game with Reading handing out a 5-1 pasting. But that was followed up with Albion securing three points and a confidence boosting 5-2 victory at the Pirelli Stadium when Morecambe were the visitors. However, it was back down to earth on the Tuesday night as Albion lost 2-0 to visiting Torquay.

TORQUAY:

Albion and Torquay's fortunes had been entwined the season before as both secured promotion from the Conference. Albion won the league although it took until the last day of the season at Torquay, where we lost but results went our way. Torquay did enough by beating the Brewers to secure a play-off place and went on to win promotion. Now the two met as Football League teams with Torquay gaining the advantage although Albion would reverse the result after Christmas by winning at Plainmoor.

MANAGER'S NOTES:

New boss Paul Peschisolidi wrote: "We return here tonight off the back of a great win and five goals which was very entertaining for our supporters - but not so for Gary Rowett and myself were the two goals against. We are working hard on the training pitch to rectify conceding goals and will continue to work towards scoring the way we have been. I would like to thank the supporters who were extremely vocal on Saturday. To hear them chanting my name is special to me as I thought those days would go when I finished as a player. It's a nice surprise to have your backing so soon."

THE PROGRAMME:

64 pages for £2.50. Chairman Ben Robinson thanked Morecambe's fans for the banner they unfurled at the opening home game of the season welcoming Albion to the Football League. The club also presented Albion with a replica of the town's statue of Eric Morecambe to mark the occasion.

Brewers skipper Darren Stride was backing both Albion and Torquay to avoid going straight back down. He said: "If you could have put the top six teams in the Blue Square Premier in the Football League last year I would

have been surprised if even one had gone down." Castle Gresley tenor Thomas Spencer Wortley was backing the Brewers to do well in the Football League after providing the pre-match entertainment at the Morecambe game. The singer, whose album *Credere* was being released, had also been adopted as the official tenor at Pride Park.

AROUND THE GROUNDS:

There had been a plethora of goals in League 2 so far that seasons and Albion's seven goal thriller with Morecambe wasn't even the highest total of goals in one match. That feat was left to our visitors Torquay who had gone down 5-3 at Dagenham and Redbridge. Bradford had also let five goals in as Notts County brushed the former Premier League team aside.

It already was looking like being a topsy-turvy league with results looking unpredictable. Indeed, after four games there were no teams left in the league who were unbeaten.

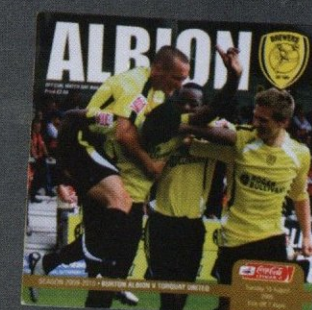
Winless Darlington were already talking about relegation even before the third game of the season was completed. Money troubles at the club meant that fans were expecting very little. They were right, Darlington would go on to finish rock bottom.

DID YOU KNOW?

Greg Pearson became the first ever Burton Albion Football League goalscorer after bagging the consolation goal in the 3-1 defeat at Shrewsbury.

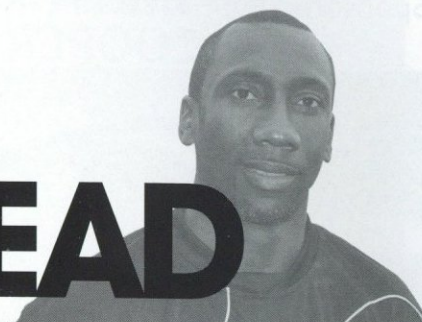
BREWERS PROGRAMME LINE-UP:

Kevin Poole
Paul Boertien
Aaron Webster
Michael Simpson
Tony James
John McGrath
Darren Stride
Andy Corbett
Shaun Harrad
Richard Walker
Keith Gilroy
Marc Goodfellow
Ryan Austin
Jimmy Phillips
Greg Pearson



JIMMY FLOYD HASSELBAINK

A BIG TEST AHEAD



JIMMY FLOYD HASSELBAINK'S FIRST HOME GAME IN CHARGE OF THE BREWERS COULDN'T BE TOUGHER WITH THE VISIT TO THE PIRELLI OF JOHN STILL'S PROMOTION-CHASING LUTON TOWN BUT THE NEW BREWERS BOSS HAS BEEN INVOLVED IN PLENTY OF BIG GAMES IN HIS GLITTERING FOOTBALL CAREER AND RELISHES THESE KIND OF OCCASIONS.

WORDS BY NIGEL POWLSON

He says: "It's good to start with the tough teams in the division. Yes it's a test - but a good test."

"And although it's a tough start I think that every match in this league will be difficult. I don't think it matters who you are up against, I see all the matches as being very competitive and I think we will have to be at or best whoever we are playing."

Jimmy's first job in English football management has seen him take over in the midst of a tricky run of games for the Brewers. Today's match is sandwiched between visits to Wycombe and Shrewsbury, teams that, like Luton, have a better than even chance of finishing in at least the play-off positions.

But at least that gives the Albion boss an early chance to see how his team shapes up against the best that League 2 has to offer.

He says: "The standard in League 2 is good, there are some quality players in this division. It's going to be challenging season."

Joining Jimmy at the Pirelli Stadium is David Oldfield, who the Brewers prised away from a coaching role at MK Dons. The former Manchester City, Leicester and Stoke midfielder enjoyed two spells with Luton but will now want to help Jimmy mastermind a victory over one of his old clubs.

Jimmy says: "It's very important to

have him here. He knows the league, he's a good coach and has good values. He's someone who is going to contribute a lot.

"LET'S NOT GET CARRIED AWAY. THESE ARE THE FACTS. YES WE ARE IN A GOOD POSITION IN THE LEAGUE, THAT'S POSITIVE AND WE WANT TO CONCENTRATE ON THAT. IT'S BETTER TO TAKE OVER A TEAM IN THE TOP SIX IN THE LEAGUE RATHER THAN THE BOTTOM SIX BUT THERE ARE A LOT OF THINGS TO BE ADDRESSED AND DONE. IT'S NOT ALL THAT EASY COMING IN AND JUST SAYING OFF WE GO."

He's a very good guy and one with a lot of ability."

Jimmy hasn't had much time to work with the players yet but his first impressions have been good. He says: "It has been very good; they are a very positive group.

They are very willing to work hard and Gary Rowett has done an absolutely magnificent job to keep the spirits really high. This is a group that wants to achieve

something and I got a really good feeling in my first few days with them. Everyone has made me feel welcome."

Jimmy does know, however, that Albion have a few problems to address. He took over a team that was sitting in the play-off places in League 2 but had lost eight out of the previous 12 games in all fixtures, including exiting three cup competitions.

He says: "Let's not get carried away. These are the facts. Yes we are in a good position in the League, that's positive and we want to concentrate on that. It's better to take over a team in the top six in the league rather than the bottom six but there are a lot of things to be addressed and done. It's not all that easy coming in and just saying off we go."

He was able to learn more about his squad at his first fixture in charge, Monday night's televised clash Wycombe, with Albion recording a 3-1 victory in front of the Sky cameras.

Jimmy will want to see more of the application and hard work that were the backbone of that result.

But he also has a style of football that he wants to see the Brewers strive for.

He says: "I would like to pass the ball from the goalkeeper but I accept that will take time and that the players all have to adjust to

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COMEDIAN: KEVIN CONNELLY

MC: DAVE BRYON

INCLUDING 4 COURSE MEAL

THE ALBION SUITE, PIRELLI STADIUM, PRINCESS WAY, BURTON UPON TRENT

PLAYER INTERVIEW



that. Initially, my style is that I want to control the ball and the game and see what we can do with that."

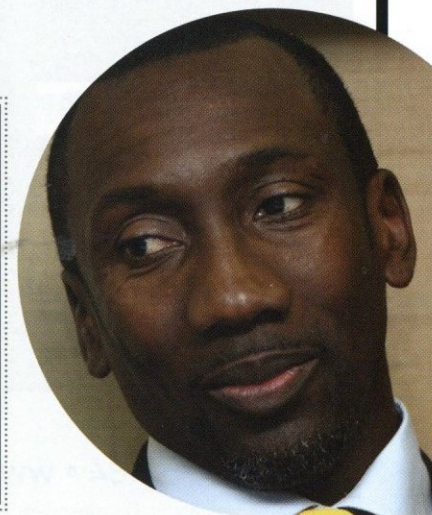
Jimmy's football career has seen him play in Holland, Portugal and Spain as well as being awarded the Premier League Golden Boot for finishing top scorer in England's top flight during spells at both Leeds United and Chelsea.

So was it always an ambition to manage in English football after his playing days ended?

"Not straight away," he says. "But it's something I began to look at and it now seemed right to come to Burton. It is a stable club, with a good chairman and fans. It's a good place for me to have my first manager's job in England."

Jimmy had the support of the fans in online media polls and is now looking forward to taking charge at the Pirelli Stadium for the first time.

"I WANT TO THANK THE FANS FOR THEIR SUPPORT AND I CAN TELL THEM THAT I WILL GIVE 100 PER CENT TO MAKE THIS CLUB SUCCESSFUL AND TO BRING A BRAND OF FOOTBALL TO THE CLUB THAT THEY WILL LIKE."



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THIS WEEK IN FOOTBALL

Words by: Ian Hawkins

WOW, WHAT A WHIRLWIND TIME WE HAVE HAD SINCE WE WERE LAST HERE AT THE PIRELLI STADIUM. NORMALLY I WOULD USE THIS ARTICLE TO TALK ABOUT THE WORLD OF FOOTBALL OUTSIDE OF BURTON.

Words fail me in terms of the ineptitude and shambles that is FIFA at the moment so we won't even go there and the only item of interest on the international agenda being the clash of England and Scotland on Tuesday but that hardly set the pulses racing in the end with England running out 3-1 winners. It is fair to say that on the domestic scene the Brewers have created a few headlines of their own over the last week or so with the eye-catching appointment of Jimmy Floyd Hasselbaink as the new Brewers boss, something which certainly has Burton fans hopeful of good times to come. I am sure that this edition of the Matchday Brewer will have numerous warm welcomes to Jimmy and it would be remiss of me not to add mine at this juncture. Anybody who knows their Brewers history will know that under the chairmanship of Ben Robinson this club has become known for giving bright young coaches an opportunity to showcase and hone their managerial skills before going on to bigger and better things. Ben has spotted something in Neil Warnock, Nigel Clough, Paul Peschisolidi and Gary Rowett during interviews and can proudly say that two of his last three managers have gone straight to the Championship upon leaving the Pirelli Stadium. Warnock has enjoyed success with numerous clubs and currently manages in the Premiership whilst Pesch's achievements in establishing the club in the Football League immediately after promotion from the Conference should not be underestimated.

Back to the present and whilst there were many raised

eyebrows when Jimmy was eventually confirmed as the new Brewers boss it should not surprise Burton fans that their chairman has once again attracted a well known name to cut their managerial teeth with Burton. With his international pedigree and wonderful days as, in my opinion, one of the top Premiership strikers in its 22 year history these are exciting days ahead for followers of the Brewers.

Time will tell if Jimmy is as successful as a manager as he undoubtedly was as a player. Not all great players make the transition successfully to management but from what I have seen already I have a sneaky suspicion that this is the start of a bright new era for both Jimmy and Burton Albion. Whilst Jimmy's appointment has understandably grabbed the headlines it should not be forgotten that we have also welcomed David Oldfield to the club.

David is developing a fine reputation for working with young players having played a part in bringing through the likes of Saido Berahino and George Thorne at West Bromwich Albion over recent years. With the steady flow of young players coming through via Mike Whitlow's great work with the Academy I feel sure that in the hands of Jimmy and David our young players can continue to flourish. I must admit to a couple of raised eyebrows when I saw Monday evening's teamsheet and the youthfulness of Albion's central midfield. The manager's first selection was more than vindicated as both Matty Palmer and Darragh Lenihan (on his full Football League debut) put in excellent performance and the manager's obvious pride at the excellent British talent was great to hear. Monday's victory at Wycombe was a first step on what we hope is going to be an exciting and successful ride for the Brewers. Today is another stern test against a side going well at the top of League 2 and one of those games that I am eagerly looking forward to as should supporters of both of today's teams, who have a lot to smile about at the moment.



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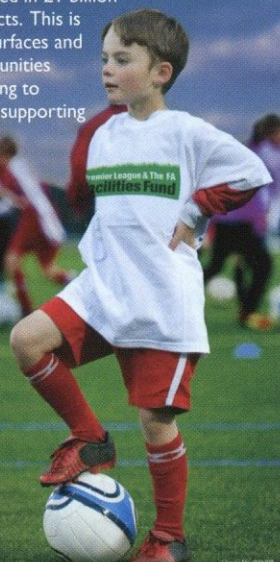


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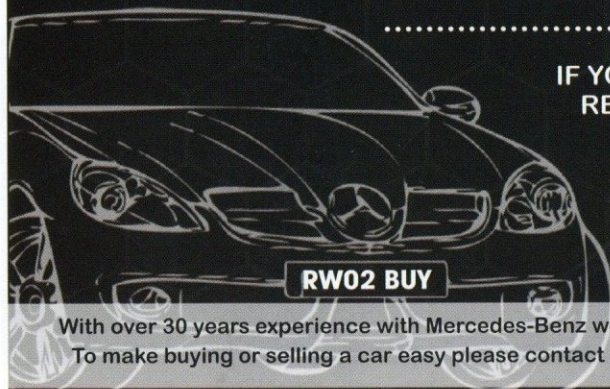
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BREWERS

Words by Tyler Jason

IT'S BEEN AN INTERESTING FEW WEEKS

IT'S CERTAINLY BEEN AN INTERESTING FEW WEEKS FOR BURTON ALBION SUPPORTERS – BUT IT'S NEVER QUIET.

New managers always deliver a boost to the whole club once they arrive. The players are keen to impress, the staff are excited and the supporters can't wait to see how the side they watch week in, week out will develop under the new man.

When your new manager happens to be a former Dutch international that played for some of the biggest teams in the country, you can amplify some of that excitement and anticipation somewhat.

Ten years ago this November, Jimmy Floyd Hasselbaink was playing in the Premier League for Middlesbrough having just finished a spell at Chelsea. The Brewers, on the other hand, were plying their trade in the Conference under Nigel Clough in the rather different surroundings of Eton Park.

That someone of Hasselbaink's stature was so keen to land the job says everything you need to know about Albion's standing in football. No longer are they the perennial non-league side that found themselves among the big boys of the Football League, but they're seen as a club that has built solid foundations, is constantly moving forwards and ultimately, a good club where development and progression is paramount.

Hasselbaink will be as aware as anyone that he's coming into a very good environment. New managers are normally installed when the going is tough and a rebuilding job needs to be done.

Instead, the team are fourth in League Two, have one of the best squads in the division and have an excellent chance of going up again following their start to the season.

As far as his first three games go, it's certainly a baptism of fire for the new man. Going to Wycombe last week was never going to be an easy task, but the side put in an excellent shift and looked comfortable 3-1 winners – not many sides will go to Wycombe and do that this season.

Today's opponents Luton Town are on fire lately, whilst Shrewsbury, like Luton, are doing what many expected of them before the season started and leading the pack at the top of the table.

Appointing an inexperienced manager may be viewed as a gamble, but it's a tried and tested route around these parts. The fact Albion are challenging at the top of the division is down to managers like Gary Rowett and formerly Nigel Clough – people who were given their first jobs in management by Chairman Ben Robinson.

It's worked in the past, so why change the process that's brought success? Hasselbaink comes with a footballing pedigree matched by few, coaching and managerial experience in this country and abroad, and endorsements from respected coaches in the game. Brewers fans will be hoping that Hasselbaink has a similar flair for management as he did for scoring goals.

The last few years have been exciting for Burton Albion and the supporters – I expect the next chapter to be similarly entertaining.

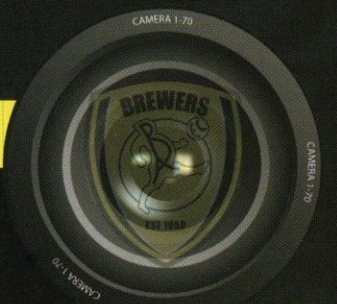




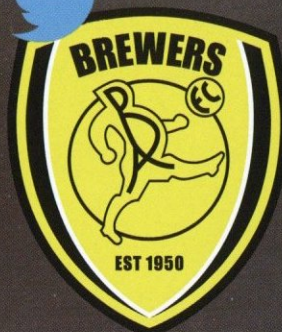
FREEZE FRAME

New manager Jimmy Floyd Hasselbaink is the focus of our centre poster.

PICTURED: Jimmy and his assistant David Oldfield along with chairman Ben Robinson pose with the Brewers shirt.



TOP TWEETS



A SELECTION OF YOUR TOP TWEETS SENT DIRECT TO THE BREWERS OFFICIAL ACCOUNT @BURTONALBIONFC

@BARNEYRUBBLEUK

Great start for Jimmy Floyd Hasselbaink as manager of Burton Albion

@GARYLINEKER

Wish @jf9hasselbaink all the very best as Burton Albion's new manager. An uplifting appointment.

@BREWERSTONY

Great full @football league from @darraghlenihan last night for @burtonalbionfc. Thought he & @Mpalms95 were outstanding. #bafc

@FRANK_FINNEGAN

Well done @burtonalbionfc tonight great result for Jimmy Floyd's first game

@DAVFC

Very pleased @burtonalbionfc won tonight. Hope Jimmy goes far in management.

@THEBIGYIN98

Congratulations to @jf9hasselbaink for winning his first game in charge of @burtonalbionfc

@MATTYB1987

@jf9hasselbaink welcome to @burtonalbionfc. We will all give you our full support and look forward to a successful time with you! #BAFC

@JONNYHAYNES6688

Welcome to @burtonalbionfc @jf9hasselbaink buzzing with the appointment #bafc #promotionpush #brewerfamily

@MARSHARAMROOP

I know I'm a bit late to the party, but just want to say @burtonalbionfc Inspired choice! @jf9hasselbaink

@TOMELLIOTTBAFC

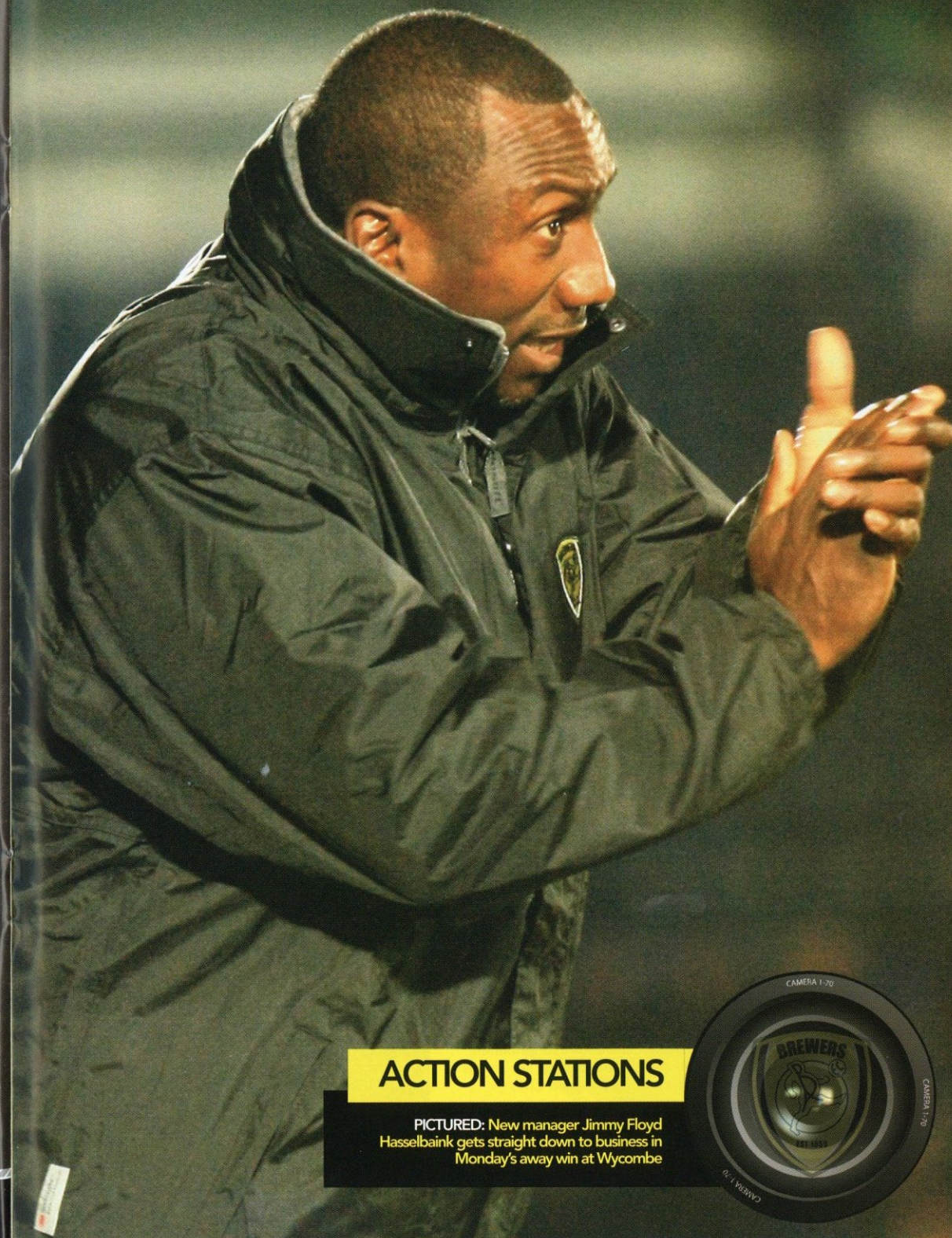
What an exciting appointment this is for our fantastic @burtonalbionfc good luck @jf9hasselbaink

@BRADLEEJAY94

A legend like @jf9hasselbaink taking over at @burtonalbionfc is what I like to see in football! No one's too big for anything. #GoodLuck #bafc

@TOPHERBAGGINS

Congratulations to @jf9hasselbaink on his new job as manager of @burtonalbionfc! Quality and intelligent guy and a decent team on the rise.



ACTION STATIONS

PICTURED: New manager Jimmy Floyd Hasselbaink gets straight down to business in Monday's away win at Wycombe



BREWERS DENIED HARD EARNED POINT



STEVENAGE 1-0 BURTON

SATURDAY 25TH OCTOBER 2014 | BROADHALL WAY | KICK-OFF 15.00PM

Sharps 84 (og)

STEVENAGE

16 DAY
25 HENRY
05 ASHTON
19 WELLS
09 CHARLES
07 WHELPDALE
12 McALLISTER
49 ADAMS
18 PARRETT (PETT - 19')
46 JEBB (BEARDSLEY - 71')
22 LEE

BURTON ALBION

01 McLAUGHLIN
02 EDWARDS
06 SHARPS
03 CANSDELL-SHERRIFF
20 McGURK
10 AKINS
07 BELL (LENIHAN - 87')
23 PALMER
14 McCRORY
18 KNOWLES (HARNES - 70')
12 BLYTH (AUSTIN - 86')



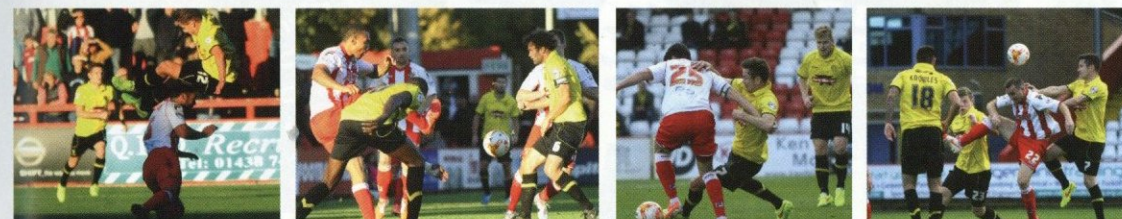
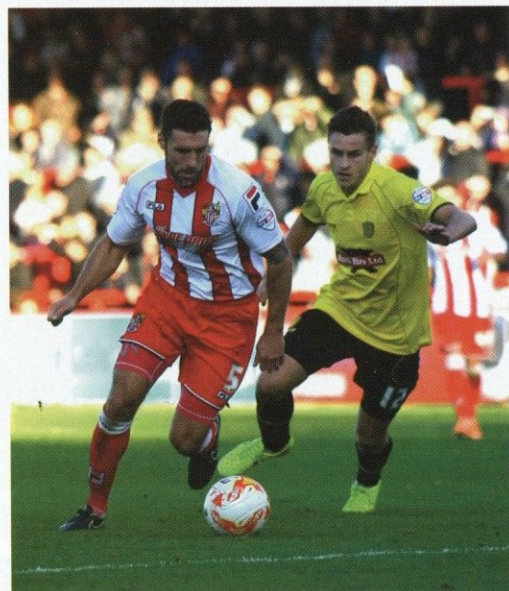
Photography by John Potts

GAME SNAPSHOT

UNFORTUNATE OWN GOAL DENIES BURTON HARD EARNED AWAY POINT

An unfortunate own goal from skipper Ian Sharps denied Burton Albion what would have been a hard earned away point on an afternoon of drab action at the Lamex Stadium against Stevenage. After the thrills and spills of Carlisle in the week this was the polar opposite with neither goalkeeper seriously tested and defences most definitely in control. What looked to be a decent point on the road was snatched away from the Brewers when Charlie Adams' rather hopeful cross striking Sharps on its way into the box and beating a wrong footed Jon McLaughlin at the near post.

A fast and furious start saw early chances as both ends. Jacob Blyth used his strength well to win an aerial tussle on the right hand side of the area but from an acute angle could only find the side netting and as play quickly switched to the opposite end Arsenal loanee Jack Jebb delivered a low ball into the six yard box but Ian Sharps was in the right place at the right time to clear before Chris Whelpdale could pounce on the loose ball.



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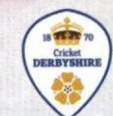
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For all the Brewers' news as it happens

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Outside
BREWER



JIMMY Floyd Hasselbaink got off to quite a start as Burton Albion manager on Monday with the Brewers pulling off their result of the League Two season at Wycombe.

words by

**TOM
SLOAN**



BurtonMail

The victory at Adams Park - and the confident, determined manner of it - was highly impressive.

Wycombe had been top at the start of the weekend and had been in cracking form.

Albion had just lost 5-0 at Barnsley in the FA Cup and had lost six of their previous 10 games in all competitions.

So to visit one of the favourites for a place in the top three and win so well is a major shot in the arm for the Brewers, whose own bid for promotion has taken a few knocks in the past two months.

There had been some talk of the difficult start that the new manager, and assistant David Oldfield, faced when they took charge a little over a week ago.

That tough baptism continues today at home to a Luton side the bookies have fancied since the summer to go straight through League Two and record back-to-back promotions.

They are a solid outfit, as their record of conceding just 11 goals in 17 games shows. It is the second best defensive record in the division.

And in Mark Cullen they have one of League Two's form strikers with eight goals so far this season.

But the way the Brewers went about beating Wycombe must give them great confidence of recording a second win in a week.

It is Jimmy's first home game as manager and with the Pirelli Stadium faithful behind their new boss there is no reason why Albion cannot fire another statement of intent to the top sides in the division.

However the game turns out, the new manager has made quite an impression in his first week in charge.

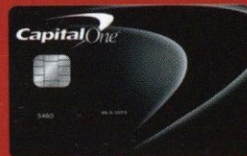
It is a results business, but the way the Brewers played against Wycombe hints at real promise to come.



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1625

Charles I, King
Of England,
Scotland &
Ireland, ascends
English throne.

1871

1st
international
rugby game-
Scotland 1,
England 0

On His Day

27
MARCH

1937

Feyenoord-
stadium
officially opens
in Rotterdam

1941

Hitler signs
Directive 27
(assault on
Yugoslavia)

1964

Great Train
Robbers
sentenced to a
total of 307
years behind
bars

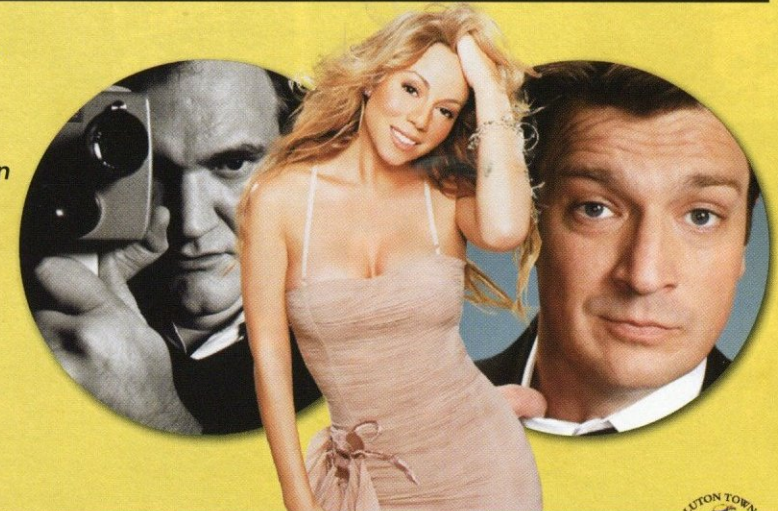
1973

Marlon Brando
wins 'Best
Actor' at the
Oscars for The
Godfather but
turns the award
down.



The Matchday Brewer takes a look back at events which took place over the years on manager Jimmy Floyd Hasselbaink's birthday.

Jimmy shares his
birthday with... Quentin
Tarantino,
director/screenwriter,
singer Mariah Carey,
Nathan Fillion, Canadian
actor.



UP NEXT

Featured in the
next edition of
**THE MATCHDAY
BREWER** is DAMIEN
McCRORY



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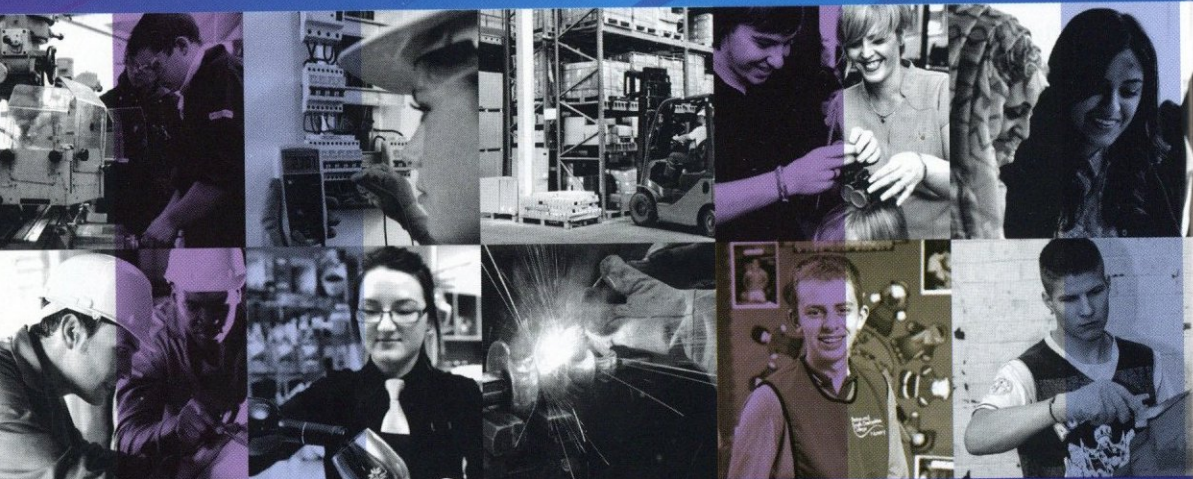
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2014-15 STAT PACK



LEAGUE TWO TOP FIVES

GOALS

1	HYLTON	10
2	REID	9
3	CULLEN	8
4	HAYES	8
5	RICHARDS	8

MINUTES PER GOAL

1	KEE	17
2	MOYO	33
3	STOCKLEY	38
4	ASAMOA	65
5	ARTHUR	76

FOULS

1	AKINFENWA	60
2	REID	37
3	TONEY	34
4	ETUHU	30
5	HYLTON	30

ASSISTS

1	BEAVON	7
2	DONALDSON	7
3	WOOD	6
4	CURETON	5
5	FRANCOMB	5

% OF GOALS INVOLVED IN

1	HYLTON	58
2	CURETON	53
3	REID	52
4	ELLISON	47
5	CULLEN	45

MINUTES PER GOAL CONCEDED

1	LYNCH	27
2	GILLESPIE	39
3	MOONEY	39
4	LUMLEY	41
5	ARCHER	47

SHOTS ON TARGET

1	COLLINS	26
2	APPIAH	19
3	HYLTON	19
4	REID	19
5	ROSE	18

MINUTES PER CHANCE CREATED

1	BOBBY-JOE ...	74
2	SCHMELTZ	83
3	BARKHUIZEN	114
4	CHADWICK	131
5	DONALDSON	146

MINUTES PER SAVE

1	LOACH	13
2	ROSE	13
3	LYNCH	15
4	SCOTT DAVIES	16
5	ALEX CSIK	18

LEAGUE TWO SPOTLIGHT

Cambridge United have scored more headed goals than any other League Two side this season (12).

PAN DIVISIONAL

GAMES PLAYED

110	204	199	204
PREMIER LEAGUE	CHAMPIONSHIP	LEAGUE 1	LEAGUE 2

LEAGUE TWO SPOTLIGHT

Exeter City have only kept one clean sheet all season; a league-low figure.

HALF-TIME TABLE

	P	W	D	L	GF	GA	PTS
1 BURTON ALBION	17	9	4	4	12	7	31
2 AFC WIMBLEDON	17	7	8	2	15	8	29
3 LUTON TOWN	17	7	8	2	12	5	29
4 PLYMOUTH ARGYLE	17	7	6	4	12	6	27
5 SOUTHEND UNITED	17	6	9	2	9	5	27
6 ACCRINGTON STA.	17	7	6	4	16	13	27
7 DAGENHAM AND ...	17	7	5	5	8	8	26
8 OXFORD UNITED	17	7	4	6	12	11	25
9 CAMBRIDGE UNITED	17	5	8	4	11	9	23
10 NORTHAMPTON T.	17	6	5	6	11	12	23
11 NEWPORT COUNTY	17	5	7	5	7	7	22
12 WYCOMBE WAND.	17	4	9	4	9	8	21
13 YORK CITY	17	4	9	4	7	6	21
14 STEVENAGE	17	4	9	4	13	13	21
15 PORTSMOUTH	17	4	9	4	8	9	21
16 EXETER CITY	17	5	6	6	10	12	21
17 BURY	17	4	8	5	9	10	20
18 SHREWSBURY TO...	17	4	7	6	10	8	19
19 MORECAMBE	17	4	7	6	10	19	19
20 MANSFIELD TOWN	17	4	6	7	8	9	18
21 TRANMERE ROVERS	17	3	8	6	6	8	17
22 CHELTENHAM TOWN	17	3	8	6	5	12	17
23 CARLISLE UNITED	17	2	7	8	8	19	13
24 HARTLEPOOL UNL.	17	1	7	9	3	12	10

GOALS

CHAMPIONSHIP	532
LEAGUE ONE	529
LEAGUE TWO	496
PREMIER LEAGUE	301

SHOTS ON TARGET

LEAGUE ONE	1795
CHAMPIONSHIP	1734
LEAGUE TWO	1695
PREMIER LEAGUE	897

CARDS

PREMIER LEAGUE	440
LEAGUE TWO	614
LEAGUE ONE	640
CHAMPIONSHIP	759

FOULS PER GAME

LEAGUE TWO	21
LEAGUE ONE	22
PREMIER LEAGUE	23
CHAMPIONSHIP	23

FULL-TIME TABLE

	P	W	D	L	GF	GA	PTS
1 LUTON TOWN	17	10	4	3	20	11	34
2 SHREWSBURY TO...	17	10	3	4	27	12	33
3 WYCOMBE WAND.	17	9	5	3	24	15	32
4 BURTON ALBION	17	10	2	5	24	21	32
5 PLYMOUTH ARGYLE	17	9	3	5	21	9	30
6 BURY	17	9	3	5	26	18	30
7 SOUTHEND UNITED	17	8	4	5	17	14	28
8 MORECAMBE	17	8	2	7	19	17	26
9 NEWPORT COUNTY	17	6	7	4	22	18	25
10 CAMBRIDGE UNITED	17	7	3	7	28	21	24
11 STEVENAGE	17	7	3	7	26	25	24
12 EXETER CITY	17	6	6	5	21	21	24
13 PORTSMOUTH	17	6	5	6	18	19	23
14 AFC WIMBLEDON	17	6	5	6	23	25	23
15 ACCRINGTON STA.	17	7	2	8	24	28	23
16 CHELTENHAM TOWN	17	6	4	7	16	23	22
17 NORTHAMPTON T.	17	6	3	8	26	25	21
18 OXFORD UNITED	17	5	4	8	19	23	19
19 MANSFIELD TOWN	17	5	4	8	14	21	19
20 CARLISLE UNITED	17	5	3	9	21	30	18
21 YORK CITY	17	2	9	6	14	21	15
22 DAGENHAM AND ...	17	4	3	10	19	28	15
23 TRANMERE ROVERS	17	2	6	9	15	23	12
24 HARTLEPOOL UNL.	17	3	3	11	12	28	12



Commercial NEWS

BOXING DAY HOSPITALITY AT THE PIRELLI



Burton Albion kick-off the festive period of games with a home clash with Tranmere Rovers on Boxing Day, and there's still time to book hospitality for the League Two clash.

Watch the Brewers in style and the package includes :-

- Car parking passes – one for every four guests
- Reserved seating
- A four-course meal pre-match
- Complimentary matchday programme
- Complimentary teamsheets
- Half-time refreshments

To book hospitality for this or any other game at the Pirelli Stadium, call 01283 565938



PRICES STARTING AT
£47
+VAT
PER GUEST

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The countdown to an extra special New Year celebration has begun. The package includes:

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- Five Course Meal
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party at the Pirelli Stadium? We still have availability for the best way to welcome the New Year.

With availability limited, there's no better time to book your place at one of our nights to ensure you celebrate Christmas in style. And why not join us for our New Year's Eve

To book, call **01283 565938** or pick up a booking form from the Club Shop at the Pirelli Stadium.



BURTON ALBION vs LUTON TOWN

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MATCHDAY HOSPITALITY AT THE PIRELLI STADIUM

Matchday Hospitality is available for all Burton Albion Home League matches.

The package includes:

- Pre match four course meal served in the hospitality suite
- Reserved seating outside of the hospitality suite
- Complimentary Matchday programme and team sheet for each guest
- Half time refreshments – tea and coffee
- Car park passes – one per every four guests

PRICES START FROM

£47
+ VAT (£56.40)
PER GUEST



ANNUAL SPORTING DINNER 2014

We are pleased to announce that our Annual Sporting Dinner is to be held on Thursday 27th November 2014 in the Albion Suite here at the Pirelli Stadium. A successful event held every year, this year looks set to be a great evening.

The package includes:

- Arrival 7pm until midnight
- Four Course Meal
- Master of Ceremonies Dave Byron
- Guest Speaker ex Newcastle United Legend John Beresford
- Comedian Kevin Connolly

To book your place contact our Events Team on 01283 565938 or alternatively email events@burtonalbionfc.co.uk

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HARTLEPOOL UNITED FACTS AND FIGURES:

Most Appearances:
511, Ritchie
Humphreys, 2001 to
2013.

Record Goalscorer:
111, Joshie Fletcher,
1908 to 1913.

Record Attendance:
17,264 v Manchester
United, 5 January
1957.

Biggest Win: 12-0 v
Workington, 20 April
1910.

Biggest Defeat: 1-10
v Wrexham, 3 March
1960.

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Paid: £60,000 for
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1992.

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Received: £750,000
for Tommy Miller to
Ipswich Town, July
2001.

Hartlepool United were founded in 1908, with the club known as either the Pools or the Monkey Hangers. They play their home games at Victoria Park, which holds a capacity of 7,856 and traditionally play in blue and white stripes. They are currently managed by former player Paul Murray, who was recently appointed.

The Pools were one of the founder members of the Third Division North in 1921, and finished fourth in their first season. The club often had to fight for re-election but found some success in the cup competitions. In 1957 they were involved in an entertaining FA Cup tie with Manchester United, coming back from three goals down, before eventually losing 4-3 in front of a club record crowd.

Brian Clough took charge of the club in 1965, his first managerial job, and managed to improve the club's fortunes during his two years at Victoria Park. The following season the Pools achieved their first ever promotion but the next two decades would see an unsettled period, with a number of managerial changes and only two top half finishes.

Cyril Knowles was appointed as manager in 1989 and incredibly kept the club up, with the team having just nine points from 19 games when he took charge. The following season tragedy struck as Knowles stood down after being diagnosed with a brain tumour. He passed away in August 1991 and a stand was named after him at Victoria Park.

Alan Murray led the Pools to promotion in 1991 but they were relegated again in 1994 and it took until 2003 to bounce back up under the management of Chris Turner. After Turner was appointed as Sheffield Wednesday manager, Neale Cooper led the Pools to the play-offs in consecutive seasons, before his sudden departure in 2005.

The Pools suffered relegation in the 2005-06 campaign but bounced back at the first attempt under Danny Wilson. They had several mid-table finishes in League One before suffering relegation in the 2012-13 campaign. Colin Cooper took charge ahead of last season which saw the club embroiled in a relegation battle, eventually finishing 19th. Cooper was replaced by Murray last month following a poor start to this campaign.

HOME



v Hartlepool
Sky Bet League 2
Saturday 13th December 2014
KO 3:00pm
The Pirelli Stadium

HOME



v Tranmere Rovers
Sky Bet League 2
Friday 26th December 2014
KO 3:00pm
The Pirelli Stadium

AWAY



v Shrewsbury Town
Sky Bet League 2
Saturday 29th November 2014
KO 3:00pm
New Meadow
Away Travel
Price per seat £10.00
Departs Pirelli Stadium at 12:30pm
Expected Return Time 7pm approx
To book call 01283 565938 or pop into the Club Shop.

AWAY



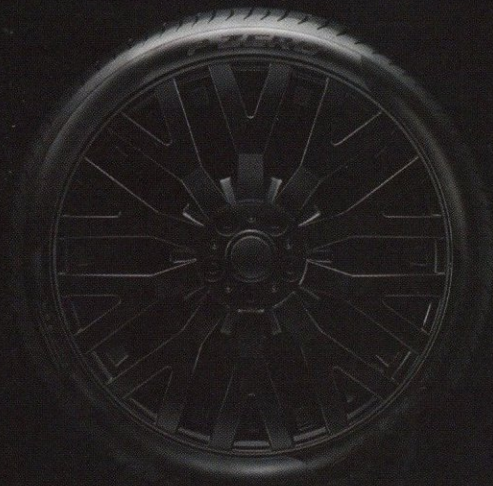
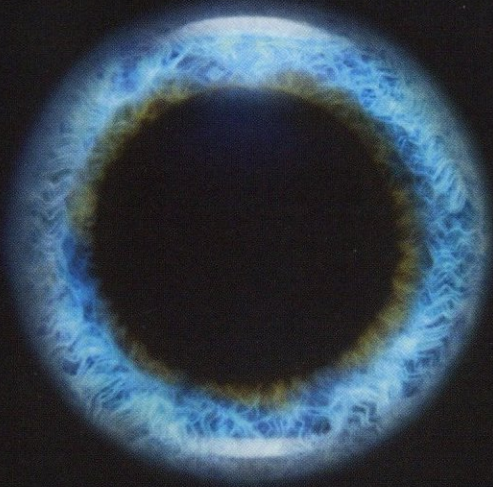
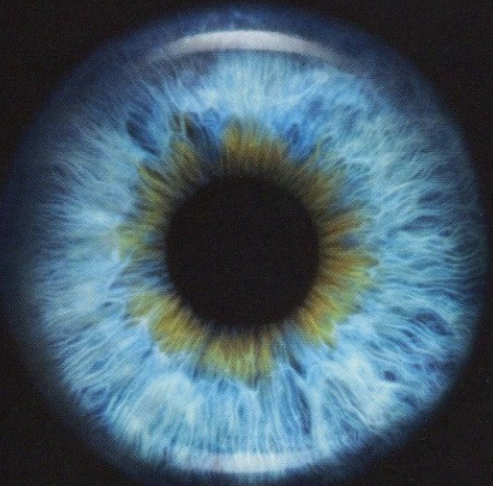
v Southend United
Sky Bet League 2
Friday 19th December 2014
KO 7:45pm
Roots Hall
Away Travel
Price per seat £14.50
Departs Pirelli Stadium at 3pm
Expected Return Time 1am approx
To book call 01283 565938 or pop into the Club Shop.

HOME TICKET PRICES

Seating
Adults: £18
Over 65/Students: £16
Under 16: £8
Terrace
Adults: £15
Over 65/Students: £13
Under 16: £5

For more information on future games at the Pirelli Stadium contact the club on 01283 565938. All seating tickets can be purchased in advance from the club shop or by calling the above number. Admission to stand on the terrace is payable by cash at the appropriate turnstiles on the day of the game.





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JACK SHARKEY

HELLO AND WELCOME TO THE PIRELLI STADIUM FOR TODAY'S GAME AGAINST LUTON TOWN. FOLLOWING ON FROM THE INTENSE VICTORY OVER WYCOMBE AT THE WEEKEND, OUR FOCUS HAS BEEN TO MAINTAIN THAT SAME DESIRE, INTENSITY, AND SHARPNESS WITHIN TRAINING THROUGHOUT THE WEEK AND CARRY IT INTO THIS WEEKEND'S GAME.

The arrival of Jimmy and David has certainly had an impact of the style of training in the week, with a great deal of attention on the mentality and focus of the players during training and in the game. This week began with a reserve game against a strong sided Rotherham team, which gave the players who didn't have a chance to play in the weekend's game to get some crucial game time under their belts to help maintain their fitness levels.

In terms of training, this week has focused on small sided area games, interspersed with short intensity interval runs. This style of short, intense workout has a number of advantageous effects on the players. Small sided games typically result in an increased training intensity, which has been evident in the heart rate data which has been collected from the players. By increasing the playing area and reducing the numbers of players per team, you will also notice an elevation in training intensity. With regards to the physiological training adaptations elicited from this form of training we shall notice an improvement in their aerobic capacity, recovery rates, and repeated sprint ability.

As usual the intensity of the training sessions leading into today's game were tapered down, and more focus was given to the technical side of training. From the side of injuries, we have seen Jimmy Phillips return to full training with no adverse effects, whilst Damien McCrory has had no sign of aggravation to his knee since being involved in the first team games. Following the unfortunate incident in training with Dean Lyness, I can report his operation on his broken Tibia went well and he has already begun his rehabilitation.

I hope you enjoy today's game.

Jack Sharkey



ACADEMY ROUND-UP



ROTHERHAM UNITED U18'S 1-2 BURTON ALBION U18'S NORTH EAST YOUTH ALLIANCE LEAGUE | SATURDAY 15TH NOVEMBER 2014

IT HAS BEEN A PERIOD OF MIXED RESULTS AND PERFORMANCES FOR THE U18S AT THE ACADEMY, BUT SATURDAYS 2-1 WIN AWAY TO ROTHERHAM UNITED WAS A PLEASING ONE WITH PLENTY OF POSITIVES TO TAKE FROM BOTH THE TEAM AND INDIVIDUAL PERFORMANCES.

Having won 2-1 at the Bescott Stadium against Walsall FC u18s in the 1st Round of the FA Youth Cup back on 4th November with a strong defensive performance and some good use of possession, the following Saturday saw a heavy 6-1 defeat at home to Mansfield Town in the Youth Alliance with exactly the opposite against a direct and effective side. Another poor result followed on 12th November, the side again failing to defend well enough against a direct Kidderminster Harriers u18s in the 2nd round of the FA Youth Cup, losing 1-0 at the Pirelli and failing to convert the dominance of possession into goals.

It was important for the team to put together a strong defensive performance against Rotherham United u18s on Saturday in light of recent failings and the

individuals involved did just that on the whole. Some changes to the line-up and a switch from 4-3-3 to 4-4-2 produced a pleasing overall performance. When out of possession the front 4 of Shae Yates, Mirsa Sejdic, Sam Austin and Marcus Dinanga worked effectively to press the ball from the front and forced Rotherham United to play longer, less effective passes forward. A change to the centre back pairing with Ben Fox and Charlie Gatter and fullbacks Ashley Thorpe and Matt Murfin worked to good effect to deal with those longer and more direct balls forward as Rotherham United, playing a 4-3-3, worked to get their front 3 into the space behind our defence. Ben Fox showed particular composure to bring under control a number of the longer balls forward as well as effectively sweeping the space in-behind. Ben Fox and Charlie Gatter pressed the ball to good effect in front of goal and stopped the lone Rotherham United striker turning and linking with his team mates on a number of occasions. Jack Hallahan and Mark Shelton worked hard to press any possession that Rotherham United had in the central areas and the front 2 quickly stopped Rotherham United's holding midfield player from finding space to receive and play forward. U16 Jack Hallahans

performance was particularly pleasing. Jack has been involved with the u18 squad on match days for a large portion of the season and has shown that although younger than his counterparts he has the understanding, tenacity and technical ability to play as part of midfield 2 or 3 to good effect. On Saturday he often made light work of winning important tackles in transition and in moving the ball forward with quality once the team had won it back. In possession the team showed that they are comfortable on the ball and created a number of good chances in front of goal. Marcus Dinanga and Sam Austin worked well to create crossing opportunities and 1v1s high up the pitch. Sam Austin scored the first goal of the game with a driving run inside and looping shot into the top corner from the right corner of the box. The front 2 of Mirsa Sejdic and Shae Yates held the longer and more direct passes forward and linked well, Mirsa Sejdic scoring the second goal of the game to take the score to 2-0 with a finish into the top corner from inside the box.

Shelton and Hallahan retained and used possession effectively with Shelton driving forward with the ball when an opportunity arose. On a large number of occasions the ball was worked into good areas in front of goal but a final through ball or shot was lacking and the team weren't able to add to the 2 goals scored. The team conceded late on to deny them of a clean sheet as Rotherham United's wide player was allowed time to shoot from an angle on the corner of the box, a disappointing lack of concentration and control of the game and a good finish. Matt Murfin was replaced with Michael Pearson late on and another u16, Cameron Shaw, came on to replace Mirsa Sejdic with 5 minutes to play.

Sam Rose
Academy Coach.

NORTH EAST YOUTH ALLIANCE LEAGUE TABLE

Team	P	W	D	L	F	A	D	P
1 Bradford U18	22	15	5	2	68	31	37	50
2 Doncaster U18	22	14	4	4	59	29	30	46
3 Scunthorpe U18	22	12	3	7	53	40	13	39
4 Notts County U18	22	11	3	8	43	33	10	36
5 York City U18	22	10	4	8	33	37	-4	34
6 Hull City U18	22	10	3	9	42	29	13	33
7 Hartlepool U18	22	9	3	10	49	60	-11	30
8 Burton Albion U18	22	8	5	9	35	46	-11	29
9 Rotherham U18	22	5	6	11	32	49	-17	21
10 Grimsby Town U18	22	4	6	12	15	43	-28	18
11 Chesterfield U18	22	4	5	13	28	44	-16	17
12 Lincoln City U18	22	4	5	13	26	42	-16	17

ACADEMY FIXTURES

SAT AUG 9	HARTLEPOOL UNITED	L 3-2
SAT AUG 16	NOTTS COUNTY	D 1-1
SAT AUG 23	CHESTERFIELD	W 2-1
SAT SEP 13	HULL CITY	L 3-2
SAT SEP 27	DONCASTER ROVERS	D 2-2
SAT OCT 11	SCUNTHORPE UNITED	W 2-1
SAT OCT 18	BRADFORD CITY	A
SAT OCT 25	GRIMSBY TOWN	L 2-5
SAT NOV 1	LINCOLN CITY	A
SAT NOV 8	MANSFIELD TOWN	H
SAT NOV 15	ROTHERHAM UNITED	W 2-1
SAT NOV 22	YORK CITY	H
SAT DEC 6	HARTLEPOOL UNITED	H
SAT DEC 20	NOTTS COUNTY	A
SAT JAN 3	CHESTERFIELD	H
SAT JAN 24	HULL CITY	H
SAT FEB 7	DONCASTER ROVERS	A
SAT FEB 14	SCUNTHORPE UNITED	A
SAT FEB 21	BRADFORD CITY	H
SAT FEB 28	GRIMSBY TOWN	A
SAT MAR 14	LINCOLN CITY	H
SAT MAR 21	MANSFIELD TOWN	A
SAT APR 4	YORK CITY	A
SAT APR 11	ROTHERHAM UNITED	H

ACADEMY STAFF

ACADEMY MANAGER
MIKE WHITLOW

U11
SCOTT TAYLOR
ZAK CALLAGHAN

HEAD OF COACHING/PROFESSIONAL DEVELOPMENT
PHASE COACH
NEILL HORNBY

U12
SAM ROSE

13-16 LEAD ACADEMY COACH AND RECRUITMENT COORDINATOR
TONY TAYLOR

U13
HANNAH DINGLEY
PETE COLLINS

5-12 LEAD ACADEMY COACH AND RECRUITMENT COORDINATOR
SAM ROSE

U14
RYAN MOLLOY
MARK KAVANAGH

HEAD OF ACADEMY RECRUITMENT
OLI MOORE

SPORTS SCIENCE
PAUL WHITWORTH
BEN WEBSTER

U9
DAVE ROBERTS
DANNY BRAIN

PERFORMANCE ANALYST
MATT ASH

U10
OLI CROOKES
AARON SAWA

PHYSIOTHERAPIST
TOM HAMES





Football and Education Programme

Open Evening

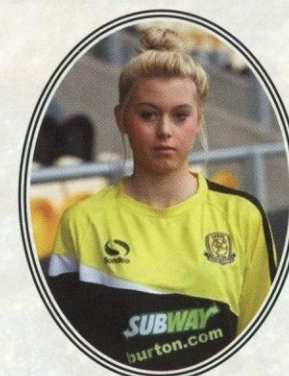
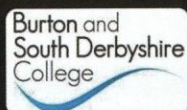
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For further information on our education programmes or to confirm your attendance please contact Claire Hood on 01283 565938 or bact@burtonalbionfc.co.uk

Tom Bradbury Lounge, Pirelli Stadium
Wednesday 26th November 2014
6.00pm-7.00pm



Lydia Bennett
#Bennett29

On behalf of everyone at Burton Albion Ladies Football Club I would like to thank the supporters up and down the country and of course the excellent supporters of our family football club here at Burton Albion.

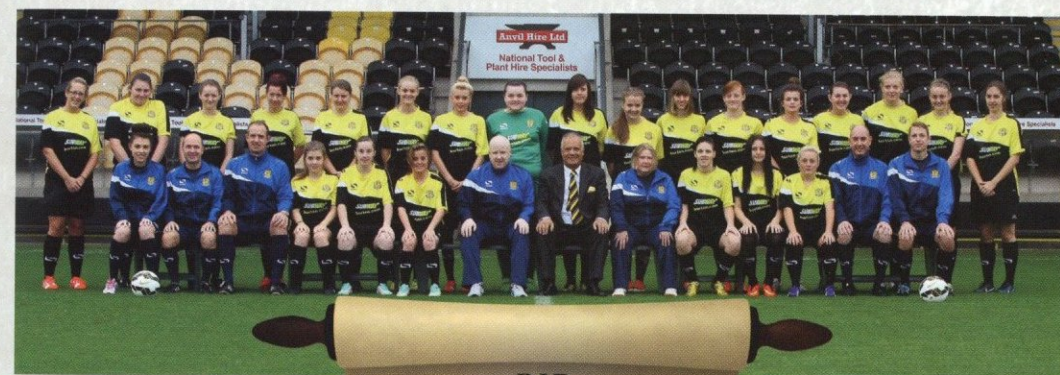
BALFC as it has touched the hearts of everyone who knew her. Lydia may be gone but her memory will never be forgotten

Lydia was a football crazy 17 year-old who was always wanting to learn and progress as a player, always with a smile and a joke at training to keep her team mates smiling too.

I ask you all, Brewers, Hatters and neutral fans to stand and support us today in the 29th minute in remembering a young special footballer who was taken far too soon

The 29th minute's applause and songs at Barnsley brought a tear to every player and staff member at

Adam Smallman
 Head of Football
 (Burton Albion Ladies FC)



R.I.P
 Lydia Bennett
 By Damon Robson

*Where do we go?
 What do we see?
 Times we shared, will always remain a part
 of me.
 Losing you hurt, But now i know
 You were one of God's angels on earth.
 No matter where i am, or who i am with,
 I will never forget the life you lived,
 And times when i get sad,
 I will always be grateful for the time we
 had.
 Now the time has come for you to go to
 sleep, So rest with the angels and find some
 peace*





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We are pleased to continue our support for
Burton Albion Football Club and wish them every
success in the coming season

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The new Polo with advanced technology, free insurance* and £1,000 deposit contribution.†

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Solutions Personal Contract Plan representative example based on 10,000 miles per annum* for the new Polo S 1.0 60 PS 3-door, including 'Estrada' alloys and Mayan Blue paint.

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Retail cash price	£11,915.00	Option to purchase fee††	£60.00
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Customer deposit	£2,552.56	Amount of credit	£8,362.44
35 monthly payments	£139.00	^Excess mileage (per mile)	4.4p
Acceptance fee**	£125.00	Representative APR	7.5% APR
		Rate of interest	6.51% fixed



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GOOD AFTERNOON ALL!!!

Good afternoon all! Welcome to the Pirelli Stadium for today's match versus Luton Town.

A big welcome to the Hatters, too! Getting chilly now isn't it, with winter now here I'm expecting to see lots of coats and scarves, I do hope they're Burton ones though, we still need to make the Pirelli as yellow as we can on match days! I'm sure Bettie will expect me to go out with no gloves on though, despite my protests!

Well anyway, moving on; what a couple of weeks we've had eh! From losing 5-0 at Barnsley two weeks ago to employing Jimmy Floyd Hasselbaink and winning his first game in charge at Wycombe on Monday

evening, 3-1! Despite the scoreline two weeks ago against Barnsley I felt the fans were exceptional, as always! Kept singing even when we were 3-0 down which was great to see! The scoreline did flatter them a bit I felt, and it's a shame to be out the cup but never mind! Bettie keeps telling me we can now focus on the league instead, so I suppose she has a point!

Then we moved on to Thursday where Ben Robinson made the call to announce Jimmy Floyd Hasselbaink as the new gaffer, what an appointment that is! I wish all the luck in the world to Jimmy (and his new assistant, Dave Oldfield) on their quest to achieve promotion to League One with us! They already have a fantastic start under their belts after the win live on Sky Sports at Wycombe, what a great

performance and result from the lads! Their determination was superb, so I couldn't fault them! Also, big credit to the 87 fans who travelled down too!

Today will be a very big test for the Brewers. Luton are top of the league for a reason, they've done very well this season so it'll be hard to break them down. John Still is a magnificent manager, so I expected no different from his team other than to be competing at the top end of League Two. May the best team win, in front of what should be a pretty packed Pirelli Stadium!

COME ON YOU BREWERSSSSSSS!!

BILLY
QBILLYBREWERBAG

TODAY'S MASCOTS

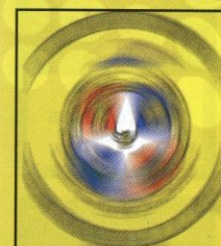
NAME:
Huw Emery
AGE: 11
HOBBIES:
Football [plays for Burton Albion U11s], Hockey & Athletics



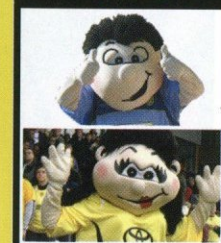
NAME:
Jenson Cooper
AGE: 10
FAV TEAM:
Burton
HOBBIES:
Playing Football



GUESS THE BADGE



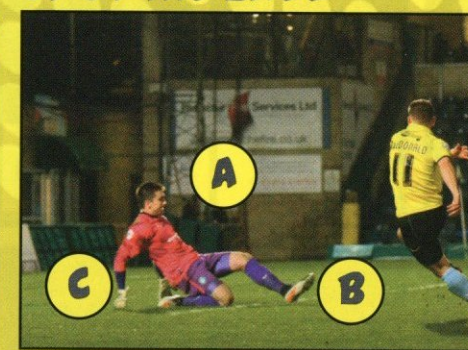
BILLY & BETTIE
BREWER



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SPOT THE BALL



BILLY'S QUICK QUIZ

- Which London club did Jimmy Floyd Hasselbaink play almost 140 games for?
- Which club did Dave Oldfield leave to take up his role of assistant manager at Burton Albion?
- Who wears the number 10 shirt for Burton Albion?
- Who scored Burton's first goal in the 3-1 win at Wycombe on Monday evening?
- Who played in central defence with Shane Cansdell-Sherriff on Monday evening?
- Who wears the number 14 shirt for Burton Albion?
- Before today's kick off, what position do Burton Albion lie in the League 2 table? No cheating!!


ANSWERS ON PAGE 64



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JON McLAUGHLIN 1



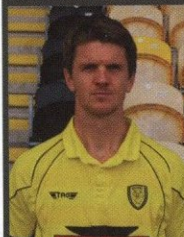
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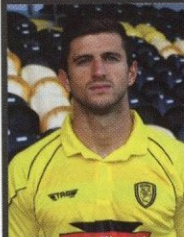
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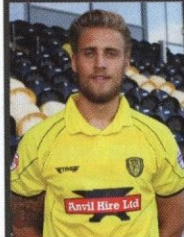
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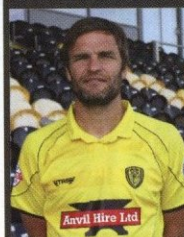
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GEORGE TAFT 5



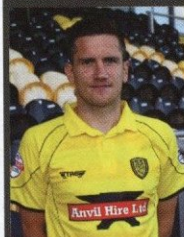
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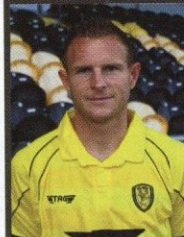
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ROBBIE WEIR 8



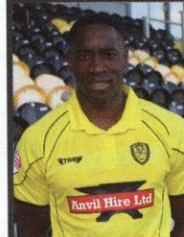
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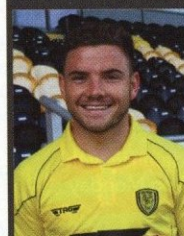
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LUCAS AKINS 10



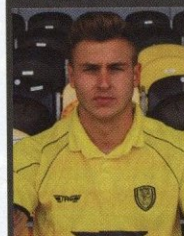
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ALEX MacDONALD 11



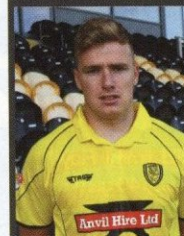
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JACOB BLYTH 12




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DAMIEN McCORRY 14



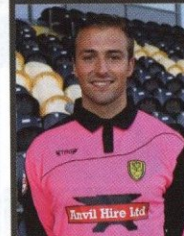
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CALLUM McFADZEAN 15



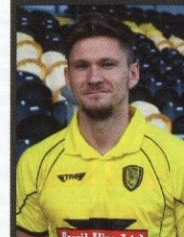
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DEAN LYNES 16



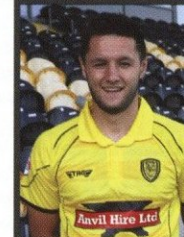
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JIMMY PHILLIPS 17



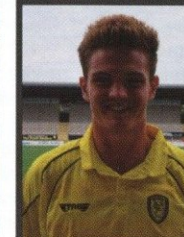
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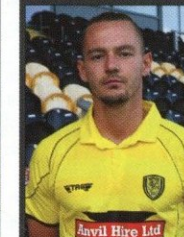
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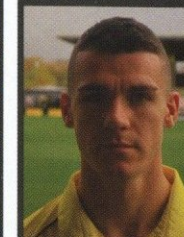
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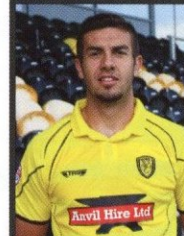
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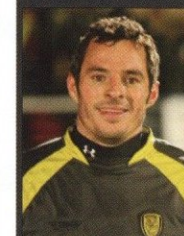
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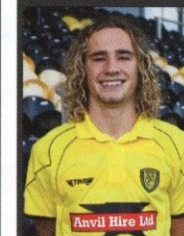
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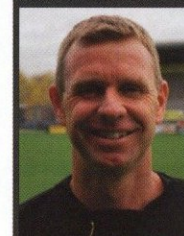
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FIXTURES & RESULTS 2014/15

Date	H/A	Opposition	Score	Att	Starting XI
AUGUST 2014					
Sat 9	A	Oxford Utd	1-0	5,370	McLaughlin Taft McFadzean Edwards Sharps Akins 1 Weir MacDonald** Mousinho
Tue 12	H	Wigan CAP R1	2-1	2,602	McLaughlin Edwards Taft Weir Cansdell-Sherriff Sharps Akins Mousinho MacDonald* Weir McGurk*
Sat 16	H	Dag & Red	2-1	2,150	McLaughlin Taft Cansdell-S Edwards Sharps Mousinho MacDonald* Weir Akins
Tue 19	H	Exeter	1-0	2,099	McLaughlin Edwards McFadzean Mousinho Sharps Cansdell-S Akins Weir Knowles*
Sat 23	A	Newport	1-1	2,872	McLaughlin Cansdell-S Taft Edwards Sharps Mousinho 1 McFadzean* Akins Weir
Wed 27	H	QPR CAP R2	1-0	3,999	McLaughlin Sharps Edwards Taft Cansdell-S MacDonald Mousinho* Palmer Harness
Sat 30	A	Mansfield	2-1	2,966	McLaughlin Sharps Cansdell-S Edwards Taft Weir MacDonald 1 McFadzean 1** Mousinho
SEPTEMBER 2014					
Sun 7	H	Portsmouth	2-0	2,980	McLaughlin Sharps Cansdell-S** Taft Edwards MacDonald* Weir Akins 1 Mousinho
Sat 13	H	York	2-0	2,890	McLaughlin Taft Edwards Sharps Cansdell-S Mousinho 1 Akins 1 MacDonald** Weir
Tue 16	A	AFC Wimbledon	0-3	3,195	McLaughlin Sharps Cansdell-S** Edwards*** Taft MacDonald Weir Mousinho Akins*
Sat 20	A	Bury	1-3	4,536	McLaughlin Sharps Edwards*** Taft Cansdell-S Harness* Weir Palmer McFadzean**
Wed 24	H	Brighton CAP R3	0-3	3,253	McLaughlin Edwards Sharps** Taft McFadzean Weir McGurk* Harness Palmer
Sat 27	H	Cheltenham	1-0	2,225	McLaughlin McFadzean Edwards Cansdell-S Sharps MacDonald Akins** Weir Mousinho
OCTOBER 2014					
Fri 3	H	Cambridge	1-3	2,683	McLaughlin Edwards Sharps Cansdell-S McFadzean* Akins Weir Mousinho MacDonald**
Wed 7	H	Doncaster JPT R2	0-3	1,269	Lyness Edwards Sharps* Cansdell-S McCrory** Akins 1 Palmer Mousinho MacDonald***
Sat 11	A	Northampton	2-1	4,935	McLaughlin Edwards Sharps Mousinho Taft* Palmer Akins Weir*** MacDonald 1
Sat 18	H	Morecambe	0-2	2,560	McLaughlin Edwards Sharps Cansdell-S Taft Palmer Akins** Weir*** MacDonald
Tue 21	A	Carlisle	4-3	4,266	McLaughlin Edwards Sharps Cansdell-S Taft* Akins Bell 1 Palmer MacDonald 1
Sat 25	A	Stevenage	0-1	3,051	McLaughlin Edwards Sharps Cansdell-S McGurk Akins Bell*** Palmer McCrory
NOVEMBER 2014					
Sat 1	H	Plymouth	1-1	3,083	Lyness Edwards Sharps Cansdell-S McCrory Palmer* Akins Bell** Weir
Sat 8	A	Barnsley FAC R1	0-5	5,158	Lyness Edwards Sharps Cansdell-S McCrory Bell* Weir Palmer MacDonald***
Mon 17	A	Wycombe	3-1	3,981	McLaughlin Lenihan Edwards 1 McCrory Cansdell-S MacDonald 1 Mousinho McGurk** Palmer
Sat 22	H	Luton			
Sat 29	A	Shrewsbury			
DECEMBER 2014					
Sat 6	A	Exeter			
Sat 13	H	Hartlepool			
Fri 19	A	Southend			
Fri 26	H	Tranmere			
Sun 28	A	Accrington			
JANUARY 2015					
Sat 3	H	Shrewsbury			
Sat 10	H	Mansfield			
Sat 17	A	Portsmouth			
Sat 24	A	York			
Sat 31	H	Bury			
FEBRUARY 2015					
Sat 7	A	Cheltenham			
Tue 10	H	AFC Wimbledon			
Sat 14	H	Oxford Utd			
Sat 21	A	Dag & Red			
Sat 28	H	Newport			
MARCH 2015					
Sat 7	A	Hartlepool			
Sat 14	H	Accrington			
Wed 18	H	Southend			
Sat 21	A	Tranmere			
Sat 28	H	Stevenage			
APRIL 2015					
Fri 3	A	Plymouth			
Mon 6	H	Wycombe			
Sat 11	A	Luton			
Wed 15	H	Carlisle			
Sat 18	A	Morecambe			
Sat 25	H	Northampton			
MAY 2015					
Sat 2	A	Cambridge			

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Substitutes									
Beavon***	Knowles*	Cansdell-S	Lyness	McGurk**	Palmer*	Slade	Harness	Kee***	
Beavon 1**	MacDonald	McFadzean	Lyness	Knowles 1*	Palmer	Slade	Harness	Kee**	
Knowles**	Beavon	McFadzean	Lyness	Palmer*	Slade	Doyle	Harness***	Kee 2**	
Beavon 1	MacDonald	Taft	Lyness	McGurk	Palmer	Slade	Harness*	Austin	
McGurk***	Beavon	MacDonald**	Bell	Lyness	Knowles	Palmer	Slade	Harness*	
McGurk 1***	Knowles**	McFadzean***	Bell	Weir*	Beavon	Blyth**	Lyness	Slade	
McGurk	Beavon*	Bell**	Blyth	Lyness	Knowles	Palmer	Slade	Harness*	
Beavon	McGurk 1*	Blyth*	Lyness	McFadzean**	Knowles	Palmer*	Slade	Harness	
Beavon*	McGurk***	McFadzean	Blyth*	Lyness	Knowles	Palmer***	Harness**	Slade	
Blyth	Beavon	McFadzean**	Lyness	Knowles	Palmer*	Slade	Harness***	Austin	
Mousinho	Beavon	Blyth* 1	Lyness	Knowles**	Slade***	Doyle	Austin		
Knowles	Blyth	Cansdell-S	Bell	Mousinho	Beavon	Lyness	Slade**	Austin*	
McGurk***	Beavon 1**	Taft	Bell	Blyth*	Knowles	Palmer**	Harness***	Lyness	
McGurk***	Beavon	Taft*	Bell	Blyth**	Lyness	Knowles	Palmer	Harness***	
Knowles	Blyth	McLaughlin	Taft**	Bell*	McGurk	Harness***			
McGurk**	Blyth 1	Bell	McCrory*	Lyness	Knowles	Slade***	Harness**	Austin	
McGurk*	Blyth	Bell	Beavon*	McCrory	Lyness	Knowles***	Slade	Harness**	
Beavon	Blyth 1**	Weir	McCrory 1*	Lyness	Knowles	McGurk***	Lenihan	Harness	
Knowles*	Blyth**	Weir	Lyness	Lenihan***	Slade	Doyle	Harness*	Austin**	
MacDonald 1***	Beavon	McLaughlin	Blyth	Knowles	McGurk*	Lenihan**	Slade	Harness***	
Akins	Beavon**	McLaughlin	Blyth	Knowles*	McGurk***	Slade	Doyle	Harness**	
Beavon***	Akins*	Taft***	Weir**	Blyth* 1	Knowles	Slade	Weale	Harness	



	P	W	D	L	F	A	GD	Pts
1 Luton	17	10	4	3	20	11	9	34
2 Shrewsbury	17	10	3	4	27	12	15	33
3 Wycombe	17	9	5	3	24	15	9	32
4 Burton	17	10	2	5	24	21	3	32
5 Plymouth	17	9	3	5	21	9	12	30
6 Bury	17	9	3	5	26	18	8	30
7 Southend Utd	17	8	4	5	17	14	3	28
8 Morecambe	17	8	2	7	19	17	2	26
9 Newport County	17	6	7	4	22	18	4	25
10 Cambridge Utd	17	7	3	7	28	21	7	24
11 Stevenage	17	7	3	7	26	25	1	24
12 Exeter City	17	6	5	21	21	0	24	
13 Portsmouth	17	6	5	6	18	19	-1	23
14 AFC Wimbledon	17	6	5	6	23	25	-2	23
15 Accrington	17	7	2	8	24	28	-4	23
16 Cheltenham	17	6	4	7	16	23	-7	22
17 Northampton	17	6	3	8	26	25	1	21
18 Oxford Utd	17	5	4	8	19	23	-4	19
19 Mansfield	17	5	4	8	14	21	-7	19
20 Carlisle Utd	17	5	3	9	21	30	-9	18
21 York City	17	2	9	6	14	21	-7	15
22 Dag & Red	17	4	3	10	19	28	-9	15
23 Tranmere	17	2	6	9	15	23	-8	12
24 Hartlepool Utd	17	3	3	11	12	28	-16	12

PLAYER STATISTICS 2014/2015 SEASON

	League			Cup		
	P	S	G	P	S	G
1 Jon McLaughlin	16	0	0	3	0	0
2 Phil Edwards	17	0	1	5	0	0
3 Shane Cansdell-Sherriff	15	0	0	4	0	0
4 John Mousinho	13	0	2	3	0	0
5 George Taft	11	2	0	3	1	0
6 Ian Sharps	16	0	0	5	0	0
7 Lee Bell	3	1	1	1	1	0
8 Robbie Weir	14	1	0	3	1	0
9 Stuart Beavon	14	1	2	2	0	1
10 Lucas Akins	15	0	4	3	0	0
11 Alex MacDonald	14	1	5	4	0	0
12 Jacob Blyth	5	6	4	2	1	0
14 Damien McCrory	3	2	1	2	0	0
15 Callum McFadzean	7	2	1	1	1	0
16 Dean Lyness	1	0	0	2	0	0
17 Jimmy Phillips	0	0	0	0	0	0
18 Dominic Knowles	4	2	0	3	2	1
20 Adam McGurk	10	3	1	3	1	1
22 Darragh Lenihan	1	2	0	0	0	0
23 Matty Palmer	7	6	0	4	0	0
24 Liam Slade	0	2	0	0	1	0
25 Chris Weale	0	0	0	0	0	0
26 Joe Doyle	0	0	0	0	0	0
27 Marcus Harness	1	12	0	2	2	0
29 Billy Kee	0	2	2	0	1	0
30 Sam Austin	0	1	0	0	1	0

R Robbie Weir's red card vs Mansfield was rescinded on appeal

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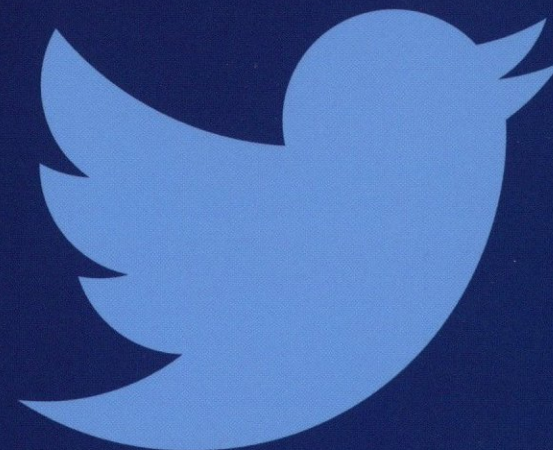
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BURTON ALBION

MANAGER JIMMY FLOYD HASSELBAINK



LUTON TOWN

MANAGER JOHN STILL

JON McLAUGHLIN		01
PHIL EDWARDS		02
SHANE CANSELL-SHERRIFF		03
JOHN MOUSINHO		04
GEORGE TAFT		05
IAN SHARPS		06
LEE BELL		07
ROBBIE WEIR		08
STUART BEAVON		09
LUCAS AKINS		10
ALEX MacDONALD		11
JACOB BLYTH		12
DAMIEN McCRORY		14
CALLUM McFADZEAN		15
DEAN LYNESS		16
JIMMY PHILLIPS		17
DOMINIC KNOWLES		18
MARK SHELTON		19
ADAM McGURK		20
DARRAGH LENIHAN		22
MATTHEW PALMER		23
LIAM SLADE		24
CHRIS WEALE		25
JOE DOYLE		26
MARCUS HARNESS		27
SAM AUSTIN		30

01		MARK TYLER
02		FRASER FRANKS
04		JONATHAN SMITH
05		STEVE MCNULTY
06		ALEX LACEY
07		ALEX LAWLESS
08		ANDY DRURY
09		PAUL BENSON
10		ALEX WALL
11		JAKE HOWELLS
12		SCOTT GRIFFITHS
13		MARK CULLEN
15		LUKE ROONEY
16		ELLIOT JUSTHAM
17		PELLEY RUDDOCK MPANZU
18		ROSS LAFAYETTE
19		RICKY MILLER
20		SHAUN WHALLEY
21		LUKE GUTTRIDGE
22		MICHAEL HARRIMAN
24		CURTLEY WILLIAMS
26		NATHAN DOYLE
28		JIM STEVENSON
29		PAUL CONNOLLY
30		LUKE WILKINSON
35		CHARLIE WALKER

MATCH OFFICIALS

Referee

James Adcock
 Assistant Referee
 David Benton
 Assistant Referee
 Darren Strain
 Fourth Official
 Robert Massey-Ellis



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Burton Albion vs Hartlepool
 Saturday 13th Dec
 Kick-Off 15:00pm



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 Friday 26th Dec
 Kick-Off 15:00pm



Burton Albion vs Shrewsbury
 Saturday 3rd Jan
 Kick-Off 15:00pm



Burton Albion vs Mansfield Town
 Saturday 10th Jan
 Kick-Off 15:00pm



Burton Albion vs Bury
 Saturday 31st Jan
 Kick-Off 15:00pm



Burton Albion vs Wimbledon
 Tuesday 10th Feb
 Kick-Off 19:45pm



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