

Press Release

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IRN-BRU's Ginger Boot Kicks-off another Phenomenal Season

To celebrate the launch of the new Scottish Football League season on Saturday 7th August, league sponsor IRN-BRU is delighted to announce an exciting new goal scoring initiative, the **Ginger Boot**.

The Ginger Boot award is sure to shake things up in the SFL by adding an extra competitive element, with players from all three divisions competing for the same prize. The first ever Ginger Boot winner will be announced at the start of September when they will receive an iconic pair of Ginger Boots, the same colour as the phenomenal soft drink. This sought after prize will be available to the top goal scorer each month throughout the 2010-11 season, and every Ginger Boot winner can then proudly wear their prize in competitive games.

A bespoke Ginger Boot trophy will be presented to the season's top goal scorer at the Phenomenal End of Season Awards in May, in addition to a prize that will celebrate the winner's scoring achievements.

Rory McAlister of Brechin City who was the SFL's top goal scorer and winner of the Phenomenal 2nd Division Player at End of Season Awards, unveiled the first ever pair of "Ginger Boots" at the national stadium. After netting over twenty goals in the last campaign, he is certain to be a Ginger Boot contender this season.

Rory McAlister, speaking at Hampden commented;

"The Ginger Boot is a great idea and I think all the lads will get right behind by trying to score more goals than each other. I'm sure it will have us all talking about who's winning the Ginger Boot after each game. At the end of the day, we are desperate to win as many games as possible for the supporters and the club and it would be great if some of the Brechin lads get to wear a pair of Ginger Boot in its first ever year."

Martin Steele, Senior Brand Manager for IRN-BRU continued;

"We are all looking forward to a new season kicking off and we are delighted to be adding an exciting new element to the season with the introduction of the Ginger Boot Award. Many competitive football competitions throughout the world have their own top goal scorer award and it is only right that the SFL has one too. The Ginger Boot award is sure to be a competitive one and it will be exciting to see which team and division our winners come from."

Chief Executive of the SFL, David Longmuir added;

"Everyone at the Scottish Football League is excited to start the new season off with such a phenomenal and unique activity. The game is all about scoring goals and this is a very special way of

recognising the talent that exists in the SFL. These boots are the best in the business and will surely be a sought after prize for the winner."

Fans will be able to keep up to date with the Ginger Boot leader board in The Scottish Sun every week.

ENDS

For further information on the Ginger Boot award or IRN-BRU's sponsorship of the SFL please contact Stacey Blevins or Kathryn Dunlop at Burt Greener Communications – 0131 220 0003 / stacey@burtgreener.co.uk or kathryn@burtgreener.co.uk.

Notes to Editors –

Possible contenders for the Ginger Boot award from last season's top goal scorers include –

Player	Team	Goals Scored
1st Division		
Gareth Wardlaw	Cowdenbeath	16
Gary Harkins	Dundee	15
Willie Gibson	Dunfermline Athletic	9
Pedro Moutinho	Falkirk (competing in the SPL)	6
Peter Weatherspon	Greenock Morton	10
Liam Buchanan	Partick Thistle	10
Derek Holmes	Queen of the South	12
Gregory Tade	Raith Rovers	5
Richard Brittain	Ross County	9
Iain Russell	Stirling Albion	8
2nd Division		
John Baird	Airdrie United	11
Stuart Noble	Alloa Athletic	10
Mark Roberts	Ayr united	8
Rory McAllister	Brechin City	21
Scott Chaplain	Dumbarton	10
Tom McManus	East Fife	15
Ross Campbell	Forfar	16
Andrew Halliday	Livingston	14
Martin Bavidge	Peterhead	11
Kevin Motion	Stenhousemuir	7
Division 3		
Marc McCusker	Albion Rovers	8
Graeme Bell	Annan Athletic	9
Steven Hislop	Arbroath	8
Damon Gray	Berwick Rangers	11
Willie Sawyers	Clyde	10
Simon Lynch	East Stirlingshire	13
Craig Gunn	Elgin City	17
Paul Tosh	Montrose	9
Barry Douglas	Queen's park	8
Michael Moore	Stranraer	8