



Kieran Power  
Supporter Liaison Officer  
October 2021

October hasn't been a great month for us. Shan to be exact. Football is a mad game and can change in an instant – We need to ensure we don't get too low with the lows, and too high with the highs of course. A full month on the road coming, time to start winning and working diligently towards our goals. That semi final at Hampden at the end of of the month is approaching fast.



Always available if you need me for anything [kpower@hibernianfc.co.uk](mailto:kpower@hibernianfc.co.uk)

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The club has received supporter feedback on a number of points recently, which includes ticket allocations, written publications, disabled supporter access, SportemonGo partnership and season ticket benefits. Do look out for updates on each of those in the coming month(s) and I will share too.

A couple of initiatives I'm working on at the moment - completing the **Tribute to Absent Friends** as a regular club calendar event. This was one I was working on in early 2020 and planning to run at the end of the season 2019/20 before COVID scuppered plans. I'm keen to have a date in the diary this season where we can all come together, club management, players, staff and supporters to pause and take time to remember those no longer here and who we loved so dearly.



Another is taking ownership of the **Hibs 100 board** and having it back on display for supporters. It needs a bit of refurbishment before being put back up. The roll of honour was previously installed in the Famous Five Lower 25 years ago as a tribute to those that donated £100 to support with the rebuild of the magnificent ground we now call home.



**Thank you to the volunteers** that offered their time and support around the stadium in October. This is very generous and is appreciated by everyone at the club.

There is a number of supporter touchpoints I would like to bring to your attention.

### Semi Final tickets

Tickets for our Semi-Final against Rangers, 4pm Kick Off on Sunday 21st November, are on sale from Saturday 30th October. We've got a good record against Rangers at Hampden and this is another opportunity to make more memories. Not to be missed. [More details](#)

### Hibs Kids

The next Hibs Kids game has been rescheduled to Saturday 4th December against Motherwell. This is a replacement for the previously scheduled match against Dundee in November that has now changed.



### Communication and Content Changes

The club announced earlier this month communication and content changes. [More details](#)

The matchday programme will be replaced with a 100-page **quarterly magazine**.

The magazine will provide great insight into Hibernian FC and the first edition should be here in January 2022. The club will provide all supporters who have purchased the printed programmes so far this season, from Curtis Sport, the first one free of charge.

More details on the magazine soon.

I'm looking forward to the supporter-led matchday programme.

Here's a full breakdown of what to expect from each channel:

YouTube	Hibs TV	Recast
Interviews (pre and post)	Live First Team matches	Hibernian Women
Match Highlights	Full match replays	Hibernian Academy (TBC)
Classic Matches	Classic Matches	
Inside Training	Extended Highlights	
Podcasts	Jack Ross post-match interview	
Special features (like Derby Tales with the O'Connors)	Full press conferences	

### NHS Thank You Themed Day

Our Premiership game against Motherwell on 4th December at Easter Road will also celebrate NHS staff and front line workers. We are giving away hundreds of tickets to front line healthcare workers for free. Nearer the time we will announce further thank you touches, including on the day donations and the chance to say thank you as a collective fan base both before and during the game.

### Hibee Buzz

Catch the latest episode of the Hibee Buzz with three stars, Keith, Gareth and Mickey, from our 1991 League Cup winning side. [More details](#)

## Hibernian FC Teams Up With Too Good To Go To Prevent Food Waste

We have teamed up with the world's largest surplus food app, Too Good To Go, to prevent surplus food from our matchdays from going to waste.



Leading the food waste movement, Too Good To Go lets people buy surplus food and drink from hotels, restaurants, grocery stores, pubs and producers to stop it from going to waste. Consumers simply download the free Too Good To Go app and search for nearby businesses with unsold produce. They then purchase a 'Magic Bag', collect it at an allotted time and enjoy it.

We are the first football club to partner with Too Good To Go in the UK. Magic Bags will contain a variety of delicious surplus fare from our food kiosks, and will be available for collection from us on matchdays. The 'Match Day Goodies' Magic Bags will cost £4 each, but contain a selection of food items worth up to £12.

## Gyle Shopping Centre Hibs Shop

For the next three months club merchandise will be available at our new pop-up shop at The Gyle Shopping Centre, Edinburgh.

The shop is open seven days a week. Monday to Saturday opening hours are 09:00-18:00 and Sunday will be 10:00-18:00. There may be opening hour extensions for the month of December, the Clubstore will keep fans up to date with any changes and I'll share too.

## HIBERNIAN CHARITY BALL 2022

A date for the diary. Celebrate the fantastic work of the Hibernian Community Foundation at the second Gala Ball on Friday 18th March, 2022

Join us in the sumptuous setting of Edinburgh's Sheraton Hotel for an evening of glamour, great company, incredible food, drinks, and astounding entertainment.

This will be a fantastic evening and the Hibernian Family are invited to get together in style with friends, family, and business associates in this black tie event which will raise funds to support the Foundation's important work in disadvantaged communities across Edinburgh and the Lothians. [More details](#)

## Ryan Porteous External Interview with Graham Spiers

I was really impressed with [Ryan Porteous interview](#) with Graham Spiers in the Times. He's strong-willed and thick-skinned man, it's absolutely right calling out online abuse. It's not ok.

Ryan - "You have a generation of kids growing up, who might see this stuff - religious abuse, gender abuse, homophobic abuse - and think it is normal, and think they can get away with it. Kids today they can see adults calling someone a 'Fenian' or a 'tarrier' and they think this is acceptable, they maybe don't know any different. Well, it's not acceptable. It can't keep happening. It needs to be called out again and again."

Social media has provided so many positives over the last decade, however, the sickening and vile abuse that we are seeing on a daily and weekly basis is wholly unacceptable.

It shouldn't be underestimated as to how such levels of abuse can affect someone. Football is an emotional game. A reminder to us all to stay on the right side of the line.

Keep doing what you do.

If you need me to help with anything, please just shout.

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