AMBER NEWS

July 2013



Welcome to our 101st Season. Cambridge fans are ever optimistic and well used to disappointment too. Our Centenary Season began with a clutch of new signings, a manager just beginning to prove himself, high hopes for the new stadium project and a belief that our centenary season would see our return to our rightful place in the League……ah well.

Dyed in the wool cynics and long term fans like myself would always argue that getting carried away is foolish and that our most successful seasons were built on dreadful starts (rather like Kiddy's last season). And yet many decades of following the mighty yellows have not persuaded me to question the excitement amongst our fans this year. It's never a question of money – although the new kit deal and sponsorships are a real boost. It's more the tangible sense that we are witnessing a return to the great days in which we gloried in being a true family club with manager, directors, fans and players

United in Endeavour

Welcome, too, to the new Prince of Cambridge, the first in 194 years. Never mind the fact that Prince William has been an avid Aston Villa fan, he, Kate and their son ought to be season ticket holders here by virtue of the their distinguished title!



I understand that Dave Doggett sent the young prince a teddy bear in club colours. From small beginnings……

www.play2win lottery.co.uk

Here's your chance to support CUFC and your local community.

75% of the proceeds go directly to help CUFC and the rest goes to local charities such as Rowan Humberstone who do great work for those with learning disabilities.

The Lottery will also help to fund vital pieces of maternity equipment at the Rosie.

Make a difference for as little as £2 a week.

THE WEEKLEY ACCUMULATOR PRIZE CURRENTLY STANDS AT £1300



Cambridge Fans United
CFU
"Uniting Our Community"

CFU Play2Win Lottery
www.play2winlottery.co.uk

Making up Lost Ground

City and United still face uncertainty over where they will be playing in the future. The problem with not owning your own ground is that your future is somewhat in the hands of planners and developers and, of course, the City Council, who don't seem, so far, to have been sympathetic to the needs of Cambridge's football clubs, turning down proposals and never suggesting new ones. Notwithstanding Colin Proctor's words in the Newsletter, "Coming to terms with the ground being stolen," it behoves the City Council to help its football clubs and to recognise and encourage the aspirations of its fans.



A Fine fan base

Our beloved football club seems to attract different responses in the media. They will feature in BT Sport's first televised game on Sunday 11th August. This seems entirely appropriate since they are non league's biggest, most important and best loved club. On the other hand the Non league Paper, which I read assiduously, barely gave us a mention during the close season which seems staggering given that we signed ten new players… Maybe it's just down to money and personality? Anyhow the NLP seem to find Grimsby, Wrexham, Forest Green Rovers and the hapless Luton town sexier – I have placed a bet on Cambridge winning the league. Maybe if we do they'll write about that?



Just to support the above point, on one of Cambridge United's regular Wembley appearances, we had 25,000 fans. We have fans in the North.....





.....in the Midlands.....



Children in bibs and baby-grows .....

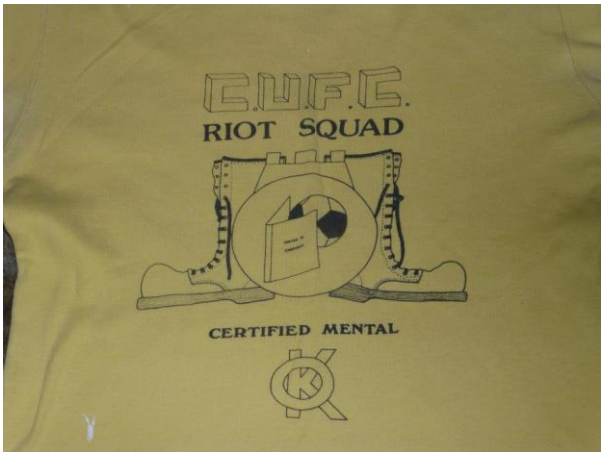


...and even in Haverhill.



We all try to interest those around us in our favourite team and people all over the world pay more than passing interest in our results.

-We create tradition and legacy too including fine shirts like these...



...so that young fans have something to aspire to...



Our pre-season friendlies have gone very well and some of our new players have come to the fore already. It's good to see that Kevin Roberts is still with us and that Greg Taylor seems to have solved the problem Left Back position.
Ryan Donaldson has caught the eye with a hat trick, Adam Cunnington has obvious class and Sam-Yorke looks potentially explosive and may yet prove to be our best signing. Almost as important, has been the willingness of the players to meet their fans, sign autographs, take time with children and publicly endorse the message of Jez George and Richard Money that this is a club going places.

Final Piece of the Jigsaw?

The Non League Paper did feature the signing of Chris Maxwell and labelled him signing number ten. That being so, United have signed right winger Nathan Arnold from Alfreton to complete the XI. Fans will probably remember the way he ran our full backs ragged when Alfreton beat us embarrassingly easily at the R. Costings Abbey last season. Those of us who went to Macclesfield last season, and felt that the team needed an overhaul, have witnessed a complete transformation of the squad. We can't wait to see the result.





And finally...

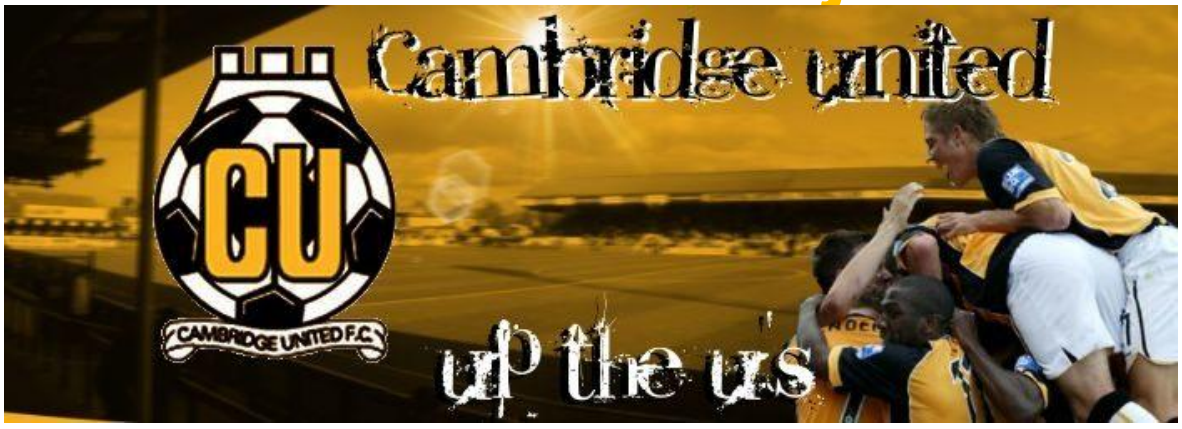
It's been a busy close season and not just in terms of signing players. The event held on Parker's Piece, where the rules of Association Football were first framed and agreed, was a big success. Part of that success was the presence of the first team and their willingness to mingle and sign autographs. Ron Atkinson always encouraged his players to mix with the fans in the Supporters' Club after games. Perhaps we shall see some of that this season.

As I write, we anticipate a prestigious friendly with Norwich and a home game with Halifax, which will be the first game broadcast on the new BT Channel. A great deal of planning and effort has gone into the Open Day on July 28th. Fans need to get involved with their clubs and clubs with their fans. CFU are committed to this ideal.

P.S. See below for details about the launch of an exciting new Centenary Season Yearbook.



Make a difference – join CFU!



The new 2012-13 CUFC Season Yearbook has just been launched.

This fabulous 32 page glossy A4 hardback is full of fantastic photos and stats from every home game of our centenary season.

Only 200 copies are available and are at the special CFU price of £19.99 (plus £3.50 p&p)

To order, see a special offer for the first 50 orders received, and to look through an on-line preview follow this link to the CFU Shop

http://www.cfushop.co.uk/2012-13-yearbook1.html

Order your copy now!!





