



The Ladies Gaelic Football Association

Croke Park

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A Chara,

Last September, we set a new record attendance for our TG4 All-Ireland finals, with 46,286 people present at Croke Park. What we achieved made the national and international sporting worlds sit up and take notice.

The atmosphere generated within Croke Park was incredible and the day itself provided memories to last a lifetime. It was a world-record attendance for a stand-alone female sporting event in 2017 and the numbers present and the impact of the day reverberated around the globe.

The media coverage generated not just from that day, but throughout the entire 2017 championship, was unprecedented and while for years we have given out about the lack of attention from the media and about the lack of equality for our players when compared to our male counterparts, we have made huge strides and will continue to do so. This is where we need your help.

We really can't complain about these issues if we don't take action ourselves and make a real change. There are almost 190,000 registered members of the LGFA and if we were all to attend Croke Park on **September 16**, we would have enough members to fill the stadium twice over!

We are once again asking our members to come out, be seen, and raise your voices. Get behind your teams and your sport. We know that you love your clubs, your counties and your game and what better way to show that than to act positively and be one of the many thousands coming to Croke Park on **September 16**.

These are hugely exciting times for our Association and I want to thank you and your fellow club members for all that you do. It's your dedication, selflessness, sheer hard work and the huge amount of time you dedicate to your clubs that ensures our Association continues to thrive and prosper.

For a player, there is no greater honour than to run onto the field of play on Championship day to represent their clubs, and with that county crest next to their hearts. They'll give it their all on behalf of your club and county.

It's what they do, it's how they've been brought up, these are the values that you have instilled in them. You should take a huge sense of pride in their efforts and when they sacrifice so much, the very least they deserve in return is for us to make sure that they're playing in front of full stands and big crowds.

This is about much more than your county, this is about the future of the game that we all love so much. That is why we all need to make the special effort to come to Croke Park on the 16<sup>th</sup> of September, regardless of whether yours is one of the 6 competing counties hoping to climb the steps of the Hogan Stand. If you make the effort to come to the TG4 All Ireland Finals you will be rewarded with great games but, even more importantly, you can be part of history as we aim to break our attendance record.

Increased attendances at all of our games, and in particular the All-Ireland finals, ensures benefits for more than just the six competing counties on **September 16**. Right across the board, if we can get more people through the gates of the various grounds, this immediately creates more media attention and makes our product even more attractive to potential sponsors. The greater the increase in attendances, the wider the impact within our Association, and right down to grassroots level.

The TG4 All-Ireland finals are not just about the six participating counties – they're about everybody involved in our sport. This is a day to celebrate our strong, vibrant Association, and to show ourselves off to the world. We are leaders in women's sport in this country and in 2017, we were world leaders in women's sport.

Let's build a tradition that for all of our members, the TG4 All-Ireland finals in September represent an annual trip not to be missed. Whether you're going for the first time or the tenth time, you'll want to come back again in 2019, and for many, many years to come.

One simple thing that your club can do is commit to a minimum of 30 members travelling to Croke Park on **September 16**. If that happens, we will have a big attendance in any case, and that's not even factoring in the huge numbers that will travel from the six participating counties, to watch their teams in action in the junior, intermediate and senior finals.

We love Ladies Football. You love Ladies Football. This is our call to arms. Bring 30 people from your club to witness the conclusion of our 2018 TG4 championships.

**Here's what you can do:**

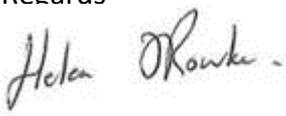
- **Book a bus!**
- **Apply for club levy tickets and additional tickets**
- **Promote the TG4 All-Ireland finals within your clubs.**
- **Ensure that all teams and members are aware of the excellent club prices and discounts available through advance bookings.**
- **Get your colours out!**
- **Wear your club gear to Croke Park on September 16! Our Association is built on you, our clubs!**

**Tickets for the 2018 TG4 All Ireland Finals are now available to purchase online through [www.tickets.ie](http://www.tickets.ie)**

We look forward to seeing you and your club members in Croke Park and also in the stands around the country during the summer as you follow your counties through the championship, and as they strive to make it to Croke Park.

We would remind clubs that the €150 levy that each club pays entitles you to TG4 All-Ireland final tickets of that equivalent value. It should also be noted that if you buy your tickets in advance, you will get them effectively at half price. We would love to see you there. Make it happen.

Regards



Helen O'Rourke, CEO



**#properfan**