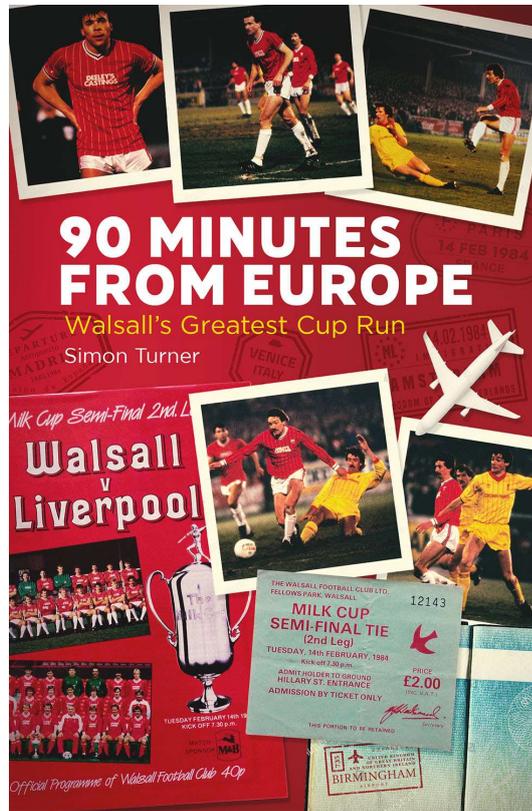




## Title information



### 90 Minutes from Europe

Walsall's Greatest Cup Run

By Simon Turner

#### Key features

- The thrilling tale of how an innovative British Airways advertising campaign foretold Walsall's greatest ever cup run
- Takes a nostalgic trip back to the 1980s for an inspirational sporting underdog story
- Book is based on exclusive interviews with the players and management team from that much-loved Walsall team
- Will appeal to a passionate and fiercely loyal local fan base, coupled with a scarcity of books on the club
- Written by Simon Turner, author of *If Only: An Alternative History of the Beautiful Game* and *Walsall Match of My Life: Saddlers Legends Relive Their Greatest Games*
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

#### Description

It was the summer of 1983. Walsall were preparing for another season in the Third Division when British Airways' advertising people got in touch. The airline were embarking on an innovative promotional campaign and needed the club's help. To show how quickly continental cities could be reached from regional airports, they wanted to feature the team beneath the banner, 'They're only 90minutes away from a place in Europe'. Walsall were the only league club in the West Midlands never to have taken part in a European competition, and even their most ardent supporters didn't expect that to change any time soon. As the new season started, Walsall looked set for relegation, but they soon embarked on a League Cup campaign that saw them defeat Arsenal, stun Liverpool and come closer to reaching Europe than anyone would have dared imagine. Based on interviews with the players and management team from that fondly remembered side, *90 Minutes from Europe* is an underdog story to lift the spirits and inspire us all.

#### Details

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