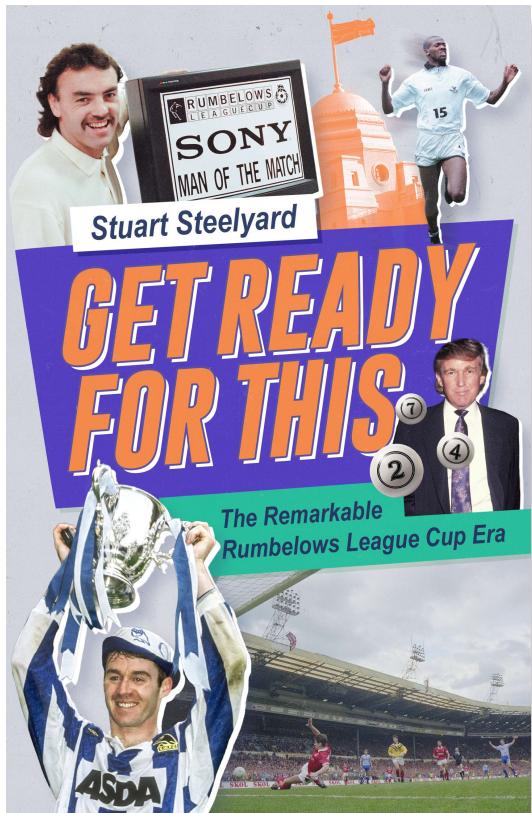




Title information



Description

Get Ready For This: The Remarkable Rumbelows League Cup Era tells the story of one of English football's most bizarre chapters, through fresh stories and conversations with those who lived it. Between Italia '90 and the birth of the Premier League, the game was in transition. Optimism was back after years of decline, yet the glossy era of Sky and all-seater stadiums was still to come. In that short window, the League Cup – sponsored by high-street electronics chain Rumbelows – became a stage for chaos and spectacle. There were sprint races between players, television giveaways and the most infamous cup draw of all time, conducted live from Trump Tower. Through conversations with players, former ITV broadcasters and representatives of both the Football League and Rumbelows, this book reveals how a domestic cup briefly became the wildest show in English football. Brimming with eccentric tales, giant-killings and record goals, this is football at its most entertaining and unpredictable.

Details

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Get Ready For This

The Remarkable Rumbelows League Cup Era

By Stuart Steelyard

Key features

- First ever book on the Rumbelows League Cup era (1990–92) – a unique and previously overlooked chapter of English football history
- Captures a transitional time in football between the afterglow of Italia '90 and the dawn of the Premier League, when the game was rediscovering its fun and unpredictability
- Unforgettable stories and spectacles: from the surreal Trump Tower quarter-final draw to the Rumbelows Sprint Challenge, shining a light on the mayhem and magic that defined the competition
- Told with humour and nostalgia: balances sharp research with the wit and warmth of the era, capturing both the absurdity and brilliance of early-90s football
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

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