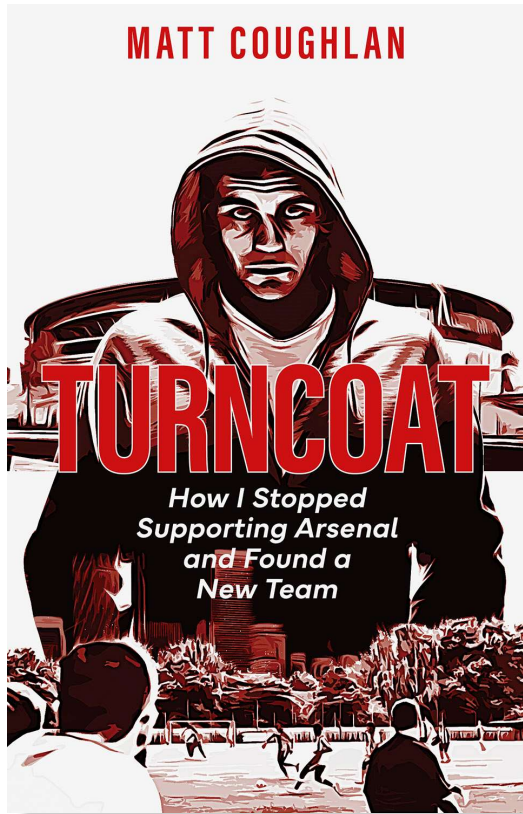




Title information



Turncoat

How I Stopped Supporting Arsenal and Found a New Team

By Matt Coughlan

Key features

- One man's quest to break the taboo around changing your football team while rediscovering the simple joys of watching football
- Warm, engaging account of non-league football and some of its historic clubs in London and the south-east
- Matt finds himself watching games with commentary teams, advocates for fan-ownership and alongside a former assistant manager
- As Matt becomes immersed in the non-league game, he starts looking for ways to get more involved with a club and writing for a non-league website
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Turncoat is the light-hearted story of one disillusioned Arsenal fan's quest to find a new team while rediscovering the simple joys of watching football. From sneaking out of bed to see Michael Thomas's winner against Liverpool, to holding a season ticket for 16 years, Matt Coughlan was a dedicated Arsenal fan. Then came the move to a new ground, kick-off times always being shunted around and the goalposts being moved when billionaires injected vast sums into rival teams, so the height of ambition for a Gooner became finishing fourth. He became disillusioned with the modern game and drifted away from it, but he missed being part of the conversation in the pub and correcting friends on points of trivia. He started to watch non-league football and searched for a new team to follow. On his journey, Matt rediscovers a love for the sport, gets into club boardrooms, talks with officials, finds out about community-owned clubs, learns about some historic old clubs and watches a mixed bag of football. But does he find a new team to support?

Details

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