

Special edition #createhistory programme available from Friday



Hearts and 442 Sports Marketing are celebrating the supporters' #createhistory movement with a special, limited edition matchday programme for this Saturday's (22nd February 2014) Scottish Premiership match against Celtic at Tynecastle.

As momentum to save the club gathers off the pitch, with BIDCO revealing details of its rescue package with the Foundation of Hearts, and Executive Chairwoman Designate Ann Budge addressing the Hearts' support for the first time, this unique matchday programme will provide a celebration of the momentum behind the club's push for survival.

This one-off print run, never to be repeated, features an exclusive interview with Foundation of Hearts chairman Ian Murray MP, as he looks towards a bright future at Tynecastle. Also included in the programme is a free, collector's item A2 double sided poster, along with the regular content and columnists that has seen the publication pick up multiple industry awards.

To complete this remarkable programme, 442 Sports Marketing has agreed to make a sizeable donation to the Foundation of Hearts for every copy sold.

Foundation of Hearts chairman Ian Murray MP said: "We'd like to thank 442 Sports and the club for getting behind the idea of this very special #createhistory matchday programme.

"It looks stunning visually, and the best bit is we are sure it will sell a lot of copies which will benefit the club and

Foundation of Hearts alike. My message is: don't miss out, grab your copy!"

442 Sports Marketing Creative Director Brian Stock said: "We wanted to play our part and do all we can to help this great club. The #createhistory campaign has been so powerful and hopefully this will be a publication that marks a special time in the club's history.

"We are only making one print run and hope to sell out the 3000 copies being produced for the match. Subscribers are guaranteed their copy in the post along with all pre-orders from our programme site. We thank the fans for their support in the programme and hope they enjoy this very special publication."

The matchday programme will be available for purchase in the Hearts Clubstore & Ticket Centre on McLeod Street from Friday (21st February 2014) lunchtime, online at www.442shop.bigcartel.com and at various vendors around the Tynecastle area on matchday. It is priced at £3.50.

#createhistory has been the Foundation's social media campaign slogan