

Hibs launch season ticket campaign for the 2017-18 season – Born a Hibeer.



Hibs have launched the season ticket campaign for the 2017-18 season – Born a Hibeer.

Drawing inspiration from the famous Lawrie Reilly quote, “I was born a Hibeer and I’ll die a Hibeer”, the campaign has been timed to launch nine months after the club’s historic Scottish Cup victory in May.

Supporters can visit the campaign website via the club website where they will find all relevant season ticket information and watch the campaign video.

Season ticket prices have been held again at 2015/16 levels for next season. Child prices start at £25 in the family section in the Famous Five Stand. Launching the Season Ticket at this stage gives the Club the confidence and certainty to plan and fund its efforts to provide fans with the strongest possible squad next season.

The club is also looking to relocate its singing section, led by fan group, Since 1875, to the Famous Five Upper to allow them the space to make more of an impact on matchdays.

Leeann Dempster, Chief Executive said, “The backing that the fans have given us this season has been exceptional. The number of season ticket holders grew by 46% last year and reached 11,300 by Christmas. We have seen our average attendance grow to over 15,000 every other week – the fourth highest in the country. The ball is now in our court to use that backing and deliver promotion back to the top flight.

“As a club we are ambitious. We want to win trophies and we want to do it in front of sell-out crowds at Easter Road. We were all thrilled at last week’s cup tie against Hearts to see the biggest crowd since the stadium was redeveloped and there is no doubt that the huge support energised the team and helped us on our way to victory. Can we go one step further next season and break the club record of 11,500? I believe we can.

“Since the summer, I have heard many stories from supporters telling us what winning the cup meant to them, and how they wished lost loved ones could have been around to see it. This sparked the idea for our *Born a Hibeer* campaign. We know how much the club means to the fans, whether you were born into a Hibernian family or whether you adopted the club later in life, Hibernian gets under your skin. Hopefully the fans like the campaign and can relate to the content in the video, in the website and in the souvenir brochure.

“This is just the start of our plans for next season. The season ticket numbers have played such an important part in allowing us to fund a strong player pool for Neil Lennon and his staff and it will be no different for 2017-18. Our Season Ticket holders lay the foundation and by backing us and backing us early, we can budget and prepare best for what lies ahead.”