

MEDIA RELEASE: TUESDAY MARCH 16TH 2010

Announcing The

2010 SANFL SEASON GUIDE

If you love your SANFL, you'll love this book!

Produced by Phil Herden and Peter Argent, under licence from the SANFL, this **record 300 page guide** contains -

FEATURE ARTICLES ON THE SANFL

- Peter Argent in "Mates For Life" charts the friendships forged from premiership success.
- Robert Douglas takes us back 40 years and reviews the 1970 season.
- Phil Aspinall details the AFL draft through the past decade from a SANFL perspective.
- Robert Laidlaw outlines the success behind the "Decade of The Dogs"
- Chris Kendall rates his "50 (+1) best SANFL Players of all time".
- Don Cooper checks out the changing faces and names of suburban grounds.
- Daniel Frangos compares today's goalsneaks with the king, Ken Frammer.
- We "Ask The Experts" and get 15 guru's responding to our range of questions on the season ahead.

NINE PAGES ON EACH SANFL CLUB

- Interview with every league coach
- 2009 Results, Award Winners & Individual Stats for every league player
- Club Directory, Records, Honour Board, History, 2010 Preview, Player Movements & Schedule

YEAR BY YEAR: Every ladder and finals score since 1907

COMMUNITY FOOTBALL: Ladders and season summaries on all suburban and country leagues in SA.

HALL OF FAME: Pen pic profiles of every inductee in the South Australian Football Hall of Fame

RECORDS: Head To Head, Individual, Team, Venue & Finals, it's all here in one book

PLUS MANY PHOTOS FROM PRE-SEASON TO YESTERYEAR

ALL IN A NEW "EASY TO FOLLOW" FORMAT.

PRICE: \$25 (+Postage & Handling if applicable)

RELEASE DATE: Wednesday March 17 2010

AVAILABLE FROM: selected outlets including

- SANFL Ph 08 8268 2088, sanfl.com.au
- Participating SANFL Clubs (part proceeds benefit the club)
- Football Budget Sellers at SANFL games (cash sales only)
- safooty.net
- Sportswriter, 63a Broadway, Glenelg SA 5045, Ph 08 8294 9083, sportswriter.com.au
- At The Toss of A Coin, 219 Unley Road, Malvern SA 5061, Ph 08 8373 0170
- Melbourne Sports Books, 80 Flinders Street, Melbourne VIC 3000, Ph 03 9662 1085, melbournesportsbooks.com.au

Media Outlets Only

- For further information contact Peter Argent 041 117 8444 or Phil Herden 0407 050 770

