ROWDIES NEWS

Tampa Bay Rowdies
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TAMPA, March 20, 1978
VOLUME 4
FOR IMMEDIATE RELEASE
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"SOCCER DAY - TAMPA BAY"
Saturday, March 25, 1978

This Saturday, March 25, the Tampa Bay Rowdies will host their very first "Soccer Day - Tampa Bay" from 2 to 3:30 p.m. at Tampa Stadium. This special soccer smorgasboard is co-sponsored by the Florida Coca-Cola Bottling Company, one of the Rowdies' major institutional sponsors.

The afternoon will afford prospective and current season ticket holders the opportunity to actually see and try out the location of their '78 seat. It will also afford fans the opportunity to see the Rowdies perform various soccer skills demonstrations. The entire Rowdies squad will be in attendance. Several different activities are planned that include the Rowdies, their fans and the Easter Bunny for the kids.

All Bay Area residents are invited to attend this free afternoon of fun to familiarize themselves with the stadium, the Rowdies and the Rowdies staff. All will be available to assist and entertain any fan interested in learning more about soccer.

The stadium gates will open at 1:00 P.M. -- entry will be through gates 1 and 2. Parking lots B and H, those closest to the stadium, will be open off Buffalo Avenue and Dale Mabry.

From 4:00 to 5:30 P.M. on that same day the Rowdies will host their '78 season ticket holders at a special reception in Tampa Stadium. This exclusive season ticket holder's party is the first of its kind in the Rowdies' history. Prime seats for the '78 season ticket package are still available. Season tickets cost only $88.00 and include sixteen home games, 15 NASL and one international match against Manchester United. The regular price for this package is $96.00 and represents no price increase over the '77 season.

"MR. PIBB/ROWDIES ROOTERS CLUB"

"Soccer Day - Tampa Bay" will mark the introduction of the Rowdies/Coca Cola Youth Club. This club, sponsored by the Florida Coca-Cola Bottling Company and the Tampa Bay Rowdies will be called the "Mr. Pibb/Rowdies Rooters Club". It will be open to youths 18 years of age or under. Membership in the Club will include the following benefits:

- $1.00 discount to all regular season games with seating in an exclusive section in Tampa Stadium.

- Official limited edition of Club T-shirt, exclusive to Club members only.

- Coca-Cola Soccer Tips Guide

- Rowdies Official 1978 Media Guide

- Official membership card

Membership in the Club costs only $3.00 and guarantees a package valuing $23.00 in discounts and premiums. Applications will be available at the stadium at "Soccer Day - Tampa Bay" and in local supermarkets.

This program has been in the planning stages for a year and the Rowdies and Florida Coca-Cola Bottling Company are very pleased to bring it to the Bay Area. Both organizations feel a strong commitment to area youth and believe that by offering such an economical and pleasing package that more kids than ever will be able to enjoy the excitement of professional soccer as played by the Tampa Bay Rowdies.