
Football *really* hurts, and the Champions League final is no exception!

- Expert panel chooses **Top 10 images** that best reveal the pain and emotion fans and players alike endure for the beautiful game
- **Manchester United** celebrating their famous **Champions League final win** voted in top 10



With an all English Champions League final around the corner, the image of Manchester United celebrating in front of broken Bayern Munich players in the Champions League final in 2001 is voted among the top ten images that define football *really* hurting.

Over a million archive images were whittled down by football experts, and viewers of the **Nuts TV** docu-drama *Football Hurts* to form a shortlist of 10 images that reflect how football can hurt, both emotionally and physically. The expert panel includes ex-footballer **Alan Cork**, AFC Wimbledon Co-Founder **Ivor Heller**, psychologist **Jim Lowther** (senior lecturer in Sports Psychology at Kingston University), Getty Images Football Editor **Mark Trowbridge** and Nuts TV programming director (and commissioning producer of *Football Hurts*) **Joe Talbot**.

This will be the first season that the dominance of English football in Europe comes to the forefront for all to see, but this doesn't mean that the final will go without English heartache. Every game must have its winners and losers, and as both finalists represent the Premiership one set of English fans will see their team lying in the wake of the other creating similar scenes as 2001. Will Manchester United be victorious once again, or will it be Chelsea celebrating while United players reflect on missed opportunities?

Jim Lowther, Senior Lecturer in Sports Psychology at Kingston University, comments on the image of Manchester United celebrating after their 2001 win:

"Despair and joyful celebration. Bayern Munich were a few minutes away from victory. A loss of concentration at a corner allowed Man Utd an equaliser. The momentum shifted and Man Utd won. The image shows winning team in huddle and the losers are left coping on their own. Did Man Utd have a more cohesive team?"

Martin Perry, Confidence Coach and Sports Psychologist, comments on players succumbing to powerful emotions, which can clearly be seen in the Manchester United image:

"The football field is a pressure cooker arena. In the moment of scoring a goal, for example, those emotions, tensions and anxieties get released. The power of the moment, the euphoria, acts like a release valve for the emotions. The player can't help himself. The emotions come pouring out. The greater the consequences, the more intense the emotional release."

The poll was commissioned by **Nuts TV** to celebrate the critically acclaimed docu-drama *Football Hurts* – which follows the progress of every fan's favourite second club: AFC Wimbledon, in their successful campaign this season

that has seen them promoted from the Ryman League via the play-offs. More than any other club, AFC Wimbledon and their fans know how much football can hurt: In 2002, Wimbledon FC's owners were granted permission to move the club the 60 or so miles to Milton Keynes, cutting all ties with the area of Wimbledon, launching a new club Milton Keynes Dons in 2004. Desperate not to lose their club, Wimbledon football fans decided Wimbledon football should stay in South London; and started their own club.

Former Wimbledon legend **Alan Cork** played football in every division for Wimbledon as the Dons made their climb up the football pyramid. He knows only too well how emotion can really affect a player and his performance after seeing the ups and downs of the professional game both as a player and a manager:

"Whenever you step onto the pitch from the changing rooms, you're not only dealing with the pressure you put on yourself as an athlete, but the huge pressure to perform – from your fans, from the rest of your team and from the coaches. So even before you've started, you've got this emotional battle raging – 'am I going to be the man of the match, or am I going to be the one that messes it up?' That's why, when you do score you sometimes can't control the urge to run the length of the pitch spinning your shirt in the air – it's like a pressure valve for all that tension! On the flip-side of course, if your game has been a disappointing one, knowing that you're letting down the fans that come and see you week in-week out can really affect you as a player."

You can see AFC Wimbledon on the way to their third promotion in five years in the docu-drama Football Hurts on Nuts TV - Thursday at 10.00pm, repeated Sunday at 10.00pm

The final 1 hr special of Football Hurts (episode 16) is a series round-up airing on Thursday 29th May from 10-11pm.

Football Hurts Programme Details

PROGRAMME DETAILS:	
Name <ul style="list-style-type: none">• Football Hurts	Airs <ul style="list-style-type: none">• 22:00 every Thursday• Repeated on Sundays at 22:00
Channel <ul style="list-style-type: none">• Nuts TV• Freeview 42, Sky Guide 207	

Available for interviews

Joe Talbot – Nuts TV Director of Programming, commissioned Football Hurts to show the emotion involved in grassroots football

Alan Cork –Wimbledon legend, a player who experienced the agony and the ecstasy in every level of the football pyramid

Jim Lowther - Senior lecturer in sports psychology at Kingston University.

Ivor Heller – Commercial Director, AFC Wimbledon

Contacts

For further information / Use of pictures / Interviews

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Top 10 Images



1. World Cup '90: Gazzaniga cries after receiving a yellow card that would see him suspended for the final.



2. World Cup '86 Quarter Final: dubbed 'The Hand of God' Diego Maradona scores past Peter Shilton using his hand





3. Leeds v Ipswich '07: Leeds Utd fans after a draw against Ipswich virtually relegates their club from the Championship



4. World Cup '06: Marco Materazzi falls to the floor after a head butt from Zinedine Zidane



5. World Cup '94 Final: Claudio Taffarel celebrates after Roberto Baggio strikes his penalty over the bar



6. Champions League Final '01: Manchester United celebrate their win amongst the dejected Bayern Munich Squad



7. World Cup Qualifier '89: A bloody Terry Butcher leaves the pitch after a hard fought 0-0 draw against Sweden



8. Wimbledon v Southampton '00: A loss to Southampton sees the Dons relegated



9. Euro '96: David Seaman comforts Gareth Southgate after his penalty miss



10. European Cup Winners Cup Final '95: Seaman lies dormant in his goal after conceding a last minute goal by Nayim

Judging Panel

Joe Talbot – Nuts TV Director of Programming

Football team - Arsenal (home and away season ticket holder)

Current occupation - Director of Programming, Nuts TV responsible for launching this well known 'lads mag' in a television format. Shows coming up including Football Hurts, Burlesque Mobi-Diaries (Worlds first ever series shot on a mobile phone) Manswers, Fit & Fearless.

1st Job in TV - Runner at Live TV 95 under Janet Street Porter, went from making coffee and working as a floor manager to directing the local news and dressing up as 'News Bunny'

Job before this - Commissioner ITV2, ITV3 and ITV4. Responsible for shows such as Ghost Hunting With Girls Aloud, Police Camera Action, Xtra Factor, Dancing On Ice Defrosted, TT Races 2007, Generation Xcess, Comedy Cuts, World Cuppa, Wright Accross America, All The Gear No Idea! Bullrun, Cage Rage.

Formed own production company in 1999 for which he made shows for Discovery Channel and Granada Sky Broadcasting before being invited to commission for Men & Motors in 2003.

Other jobs - professional tennis and football coach and working in The Gunners Shop printing shirts.

Panels- If.Commedies (formerly Perrier) Panel 2007, Bafta Sports panel 2007

Alan Cork – Former footballer, well-known for his goalscoring exploits in all four divisions with Wimbledon as the Dons climbed the football pyramid. Also played for Sheffield United, Fulham and managed both Cardiff City and Swansea City.

Martin Perry - Confidence Coach, Sports Psychologist, and author of The Confidence Booster Workout.

Mark Trowbridge - Getty Images Football Editor

Jim Lowther - Psychologist

Jim Lowther –senior lecturer in sports psychology at Kingston University. He is a BASES accredited sports psychologist who has over 10 years experience of working full time in professional football. He has delivered football and community initiatives aimed at attracting more supporters and he has also worked as a full time sports psychologist in football working with elite players.

Ivor Heller – Commercial Director & Co-Founder of AFC Wimbledon

Editor's Notes

Nuts TV was launched by Turner Broadcasting System (TBS), a Time Warner company, in September 2007. Inspired by IPC Media's number one best-selling men's lifestyle magazine Nuts, Nuts TV airs daily from 21.00 – 01.00 on Freeview channel 42 and from 19.00 – 03.00 on Digital Satellite, Sky guide 207. The shows cover all the essential topics men want, across four genres: Cops & Crashes; Football; Fights & Darts; Girls. The channel was launched with a multi-platform strategy and short-form content is also available to view via a broadband site at www.nuts.tv at www.youtube.com/NutsTV and www.bebo.com/NutsTV.

Turner Broadcasting System (TBS) Europe delivers some of the world's most successful and well-known news and entertainment brands – CNN, TCM (Turner Classic Movies), [adult swim], Cartoon Network, Cartoon Network Too, Boomerang, Boomerang + 1 and Cartoonito. The company now broadcasts 21 entertainment channels in 17 languages across approximately 100 countries in Europe, the Middle East and Africa. Alongside its TV channels TBS is at the forefront of developing its brands through the internet, broadband, VOD, DVD, gaming, mobile, merchandising, publishing and every other available platform. Turner Broadcasting System Europe Limited is a Time Warner Company.

A.F.C Wimbledon

A.F.C. Wimbledon is a semi-professional football club founded by the supporters of former club Wimbledon FC. In 2002, Wimbledon FC's owners were granted permission to move the club the 60 or so miles to Milton Keynes, but soon after moving, Wimbledon went into administration and the business was bought out by Pete Winkelman who, against the conditions of the club's move, cut all ties with the area of Wimbledon, launching a new club Milton Keynes Dons in 2004, with a new badge, name and colours.

Wimbledon football fans decided Wimbledon football should stay in South London; and started their own club which they regard as the direct continuation of the former Wimbledon F.C., and consider that the new MK Dons are not representative of the legacy and tradition of the club. The club spent its first two seasons in the Premier Division of the Combined Counties League, but were promoted in only the second year of its existence to the Isthmian League Division One for the 2004–05 season, after winning the Combined Counties League championship with an unbeaten league season. They then proceeded to win the Isthmian League Division One at the first attempt, thereby earning automatic promotion to the Isthmian League Premier Division. The 2005–06 season saw the club finish fourth, thus entering the play-offs for promotion to the Conference South, however they were defeated 2–1 by Fisher Athletic. After three years of near misses, AFC Wimbledon are in a desperate bid for promotion out of the Ryman's League. The club currently hold the all-time English record for the most consecutive unbeaten league games by any senior football club, having achieved 78 league matches in a row without defeat over a period spanning three seasons.

Ends

Websites



www.idea-generation.co.uk

For:

- Online Press Office
- Client list
- Company contact detail



www.nuts.tv

For:

- Programme Listings
- Presenter Details
- Highlights



www.footballhurts.co.uk

For:

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