

# Crestfallen?

The club's designers spent seven months creating the new crest.

None of the fanzines, nor AISA, nor the Supporters Club, nor even the official Fans Forum were contacted.

"20 or 30" individual fans out of 80,000 on the Club's lists were apparently spoken to. We don't know what they were asked or told.

The chants of "what a load of rubbish" before the Southampton game reflected many fans views, both about the crest itself and the high-handed decision to ignore the opportunity to involve supporters in the process. Now, belatedly, the official website is asking for views!

The history and traditions of Arsenal Football Club are important to us all. The Club needs to understand and reflect that, when planning major changes, such as to club colours and the crest.

Only by involving supporters will the Board ensure that the heart and soul of the Club is not lost.



If you want to make your feelings known:

- 1 Write to the Club Chairman, Peter Hill-Wood, Arsenal F.C., Avenell Road, London N5 1BU or email [info@arsenal.co.uk](mailto:info@arsenal.co.uk)
- 2 Share your views with other supporters via the Gunflash website forum page [www.arsenal.org.uk](http://www.arsenal.org.uk)
- 3 Send a letter to *Highbury High* [ian@highburyhigh.co.uk](mailto:ian@highburyhigh.co.uk) or *The Gooner* [thegooner@arsenalfc.net](mailto:thegooner@arsenalfc.net)
- 4 Write to the AISA newsletter, *Arsenal Supporter* 11 Tannington Terrace, Gillespie Road, London N5 1LE



Arsenal Independent  
Supporters' Association



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