



THE MADEJSKI 500

Football for a fiver when Burton come to town before Christmas!

Our final home fixture of 2017 will see us host Burton Albion on Saturday 23rd December, kick-off 3pm – and it will be the 500th fixture held at Madejski Stadium since the turnstiles first revolved and the stands first filled for a curtain-raiser against Luton Town on Saturday 22nd August 1998.

Since that 3-0 victory, this stadium has played stage to so many memorable games, some of the greatest footballers in the world, goals, saves and close shaves which have become permanently lodged in all our memories...and not to mention a couple of fairytale finishes to promotion-winning campaigns that took us to the promised land and to our highest ever finish in history.

Our festive fixture against the Brewers will be a hive of 'Madejski 500' activity – and to kick start what we hope will be an almighty celebration of an era which has been by far the most successful in Reading Football Club's 146-year story so far, we are opening all four stands to all supporters, home and away, FOR JUST 500p!

For the avoidance of doubt, the 500th fixture has included our matches in the league (first, second and third tier of English football), the FA Cup, the League Cup, the Football League Trophy (as a first team competition only) and a number of play-off matches! And we want as many people here as possible to mark the occasion!

So match tickets for all ages, throughout the whole stadium, are **just 500 pence!** That includes a maximum price of a fiver for all Burton supporters who would like to be part of the celebration and follow their team's fortunes in RG2 next month! And tickets are ON SALE NOW!

And Season Ticket Holders will also get reward for cheering us on against the Brewers next month! We will issue 50 Royals Rewards points to every single Season Ticket holders who comes to the game – and, of those in attendance on the day of the game, 500 will be randomly selected to receive an additional 500 bonus Royals Rewards points on their card!

The atmosphere at Madejski Stadium has been so special when it has been packed to the rafters for unforgettable occasions across the 497 games which have been played here in the last 19 and a half years – most recently who will forget how our fans helped Jaap Stam's side reach Wembley in an intense but exhilarating play-off semi-final second leg win over Fulham back in May. And we want as many fans here as possible to help create more memories in our 500th fixture!

There will be a whole host of activities planned for what is set to be a landmark game in the club's recent history – so please make sure you stay tuned to the official website and our social media streams for information about what #Madejski500 is going to make happen on Saturday 23rd December.

But for now, all we need from you is to put the date in your diary and to part with a fiver! With the Christmas weekend following the fixture, this is the perfect way to start the festive party early amongst your Royals friends and family! So, for just £5, we'd urge everyone to book a seat at Madejski Stadium, to back the boys and to make some noise!

For any further information on the fixture or on how Reading FC are trying to build relationships with schools in the surrounding area please send me over an email!

An early Merry Christmas to you all!

Kind regards,



Ben Jones
Groups and Events Executive

Tel: +44 (0) 118 968 1067
Email: BJones@readingfc.co.uk



For more information follow this link:

<https://www.readingfc.co.uk/tickets/groups-events/>