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**NEW MAKEOVER ADDS GLOSS TO
JOHNSTONE'S PAINT TROPHY**

The Football League has announced a new package of initiatives designed to raise the profile and spectator appeal of the Johnstone's Paint Trophy – the cup competition for clubs from Leagues 1 and 2. The new measures place a particular emphasis on encouraging more families to attend midweek cup matches with clubs making available free tickets to children under the age of 16 accompanied by a paying adult.

In launching the 2006/07 competition Football League Chairman Lord Mawhinney said: **"By offering free tickets for Johnstone's Paint Trophy matches to children under the age of 16, clubs are making a genuine effort to give young fans the chance to experience the thrill of live cup football.**

"This competition gives Leagues 1 and 2 clubs an opportunity to enjoy the glory and financial rewards associated with cup success and I hope thousands of young supporters follow their club every step of the way."

The availability of free tickets for children forms part of The League's ongoing commitment, through its 'Fans of the Future' initiative, to encouraging the next generation of supporters to watch live football at their local League club.

With this in mind, The League has also, for the first time ever in a domestic cup competition, scrapped extra-time in drawn matches. Instead, matches will be decided by penalty shoot-outs at the end of 90 minutes. With clubs aiming to attract more families to matches this will not only add to the excitement, but also avoid late night finishes to games.

Clubs have also made a renewed commitment to fielding full-strength teams throughout the Johnstone's Paint Trophy. Under the competition's rules, clubs will be required to include in their matchday line-up a majority

of the 11 players that have appeared most often in first team games this season.

Also, for the first time in the competition's history, prize money will be awarded exclusively to the winners of matches, in each successive round, from a total prize fund of £350,000 - with the competition's winners set to secure a total jackpot of over £90,000.

Finally, to ensure more local match-ups in the opening round of matches clubs will now be sub-divided into four regional sections – Northern (West), Northern (East), Southern (West) and Southern (East) with the winners being consolidated into the traditional Northern and Southern sections from Round Two onwards.

In welcoming the League's initiatives Teresa Quinn, sponsorship manager for Johnstone's Paint said: **"As a sponsor, we're delighted with the changes. Bringing football to more people is our overall objective and if we can get younger supporters to games so much the better."**

The draw for Round One of the Johnstone's Paint Trophy can be seen on Sky Sports' Soccer AM tomorrow morning at 9.30am. Ties will be played in the week commencing October 16.