

MEDIA RELEASE

Always Striving

The Key Moments that have made the Essendon Football Club

by Dan Eddy

ON SALE - August 1, 2017

Always Striving, rather than be a blow-by-blow account of the history of the Essendon Football Club, celebrates the key moments, people and events that have helped to define this famous club through more than 140 years of existence.

Author Dan Eddy cleverly take the reader on a journey through the intriguing life of this historic football club—from its establishment in the 1870s, to four successive premierships for the “Same Olds” in the 1890s, the first VFL title in 1897, the brilliance of Albert Thurgood, the influential Dick Reynolds and his three Brownlow Medals, the comet that was John Coleman, the real story of the Windy Hill brawl against Richmond, the unlikely hero Leon Baker’s inspiring goals in the 1984 Grand Final, the longevity and jacket-waving of the master coach Kevin Sheedy and, recently, evergreen son-of-a-gun Dustin Fletcher’s 400th game.

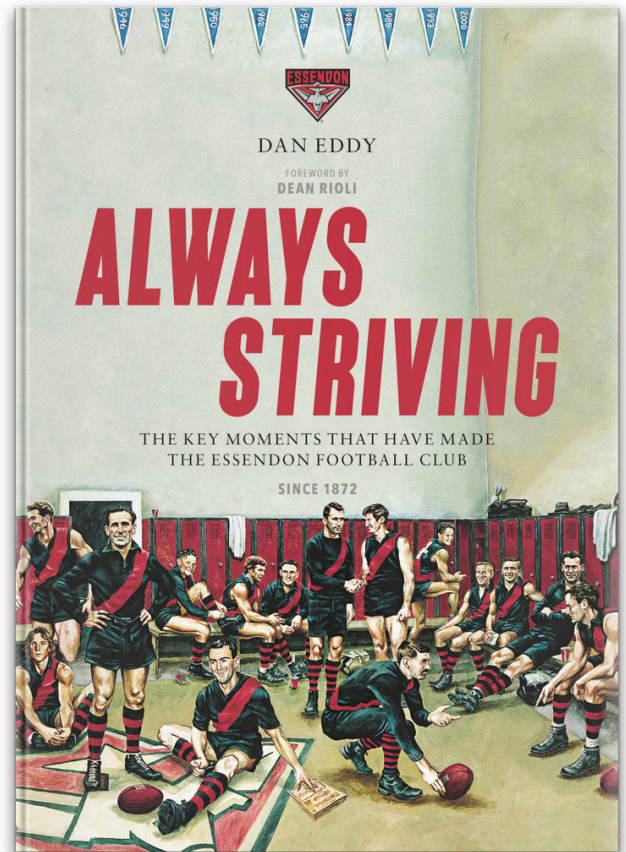
Always Striving covers the good, the bad and the controversial—mainly the good—and, in many cases, with detailed and entertaining first-person recollections aided by painstaking, meticulous research. There is a modern emphasis that starts with the Baby Bombers of 1993 and finishes succinctly with great expectations of the current crop of ‘Babes’, *Always Striving* celebrates the past while looking to the future. In ’93, it was James Hird, Mark Mercuri and Joe Misiiti; today, it’s Darcy Parish, Zach Merrett and Joe Daniher making Bombers’ fans excited for the future.

Eddy, an emerging storyteller, has produced a concise and unique account of the people and events that have defined and shaped Essendon. The many rarely seen photographs help to bring these stories to life, so Dons’ fans can now relive some of these wonderful moments that remind of what makes this football club so great.

Foreword by Dean Rioli

‘I can honestly say that I walked out of the Essendon Football Club a better person than when I walked in. I left with lifelong friendships, and people I know I can call on for support at any time. My nine years with the Bombers was my apprenticeship, helping me to move on to bigger things in life—I will be forever thankful to the club for creating an environment which helped me to become the man I am today.

Enjoy Dan Eddy’s book, there are some wonderful moments throughout which I’m sure will evoke fond memories for all Bomber fans. I’m extremely proud that I have been a part of such a great club.’



Always Striving looks at 80 key moments—covering every generation—and is a must-have for all Essendon Football fans, 304 pages, printed hardback in full colour, under licence from the AFL, will be published in August, at a RRP of \$49.95

Visit slatterymedia.com for more information

Follow us on twitter at @slatterymedia | Like us on Facebook | Instagram

For more information please contact Marlo Mercuri, Commercial Operations Manager, on (03) 8459 2289 or marlom@slatterymedia.com