

# VALE STRIKE TWICE! FIRST ROBBIE... THEN CCC

By Harry Burroughs, Clarion Sports Writer

Nothing could excite a football club's faithful following more than a major cash injection from an internationally famous mega star. The involvement of Potteries' born ROBBIE WILLIAMS is seen as the best thing that has happened to local sport in decades.

Within hours of the announcement, Wolstanton based homecare products specialist Castle Comfort Centre snapped up the remaining shares with a five figure investment.

Ann Bruce, CCC Director told the Clarion "Simply, it's a gesture of goodwill to our soccer mad staff and the local population who have been the main reason for the growth of our business. "Many of our clients are in their 80s or 90s and perhaps cannot now get to games due to ill health or a

shortage of money. "We'd like to know of anyone like that so we can help."



Amongst good company – fellow Vale shareholder Robbie Williams

"We have been considering this move for some time, Ann concluded– "The Williams' deal just made our decision for us."

Soccer legend Terry Conroy, CCC's charity patron and product

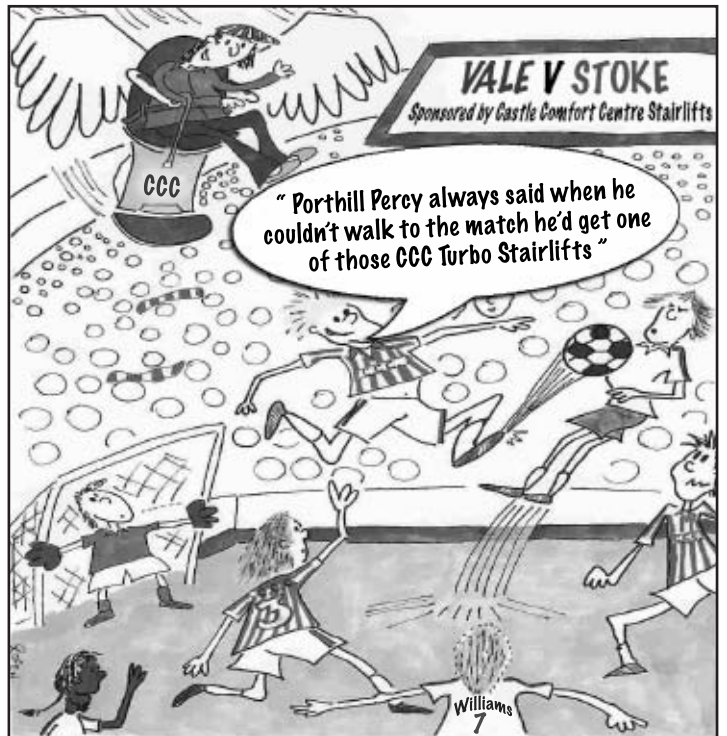


Bill Bratt, Port Vale Chairman presents shares to CCC Directors



Graham Scott – a lifetime dedicated to Castle Comfort, Port Vale & everyone's safety at road crossings

model is still a full blooded 'Stokie' but wasted no time in sending best wishes via THE CLARION to the Burslem club now entering a new era. He said "Bill Bratt has worked miracles at Vale Park and deserves this – hopefully the Williams' involvement will stabilise the future there and attract other investors – as in the case of Castle Comfort."



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