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California Sports Logo

By Dana Bradley

In early 2003, not long after the Anaheim Angels had captured the AFL championship, their new owner, Mr. Moreno, decided to change their name. Pointing to marketing considerations, he wanted to change the name to the Los Angeles Angels of Anaheim. He did not push for a change in the team logo.

That logo had long been a red "A." A blue halo was embroidered over the top of that "A." Moreno did not make any move to change that logo. Yet some of the residents of Anaheim designed a special type of logo. Their logo was designed to be used as a form of protest.

In order to understand the protests of the Anaheim residents, one must learn something about the Angels. That team had first played in Los Angeles, and had once before been called the Los Angeles Angels. In the 1960's the team moved to Anaheim, CA, and it then changed its name to the California Angels. The Disney Company bought the team from Gene Autry in 1997, and it named the team the Anaheim Angels.

So for close to six years the City of Anaheim had benefited from the Angel's new name. The City of Anaheim voiced strong objections to the proposed name change in 2003. Some of the residents of Anaheim demonstrated obvious support for their government. They designed a special logo that poked fun at the proposed name change.

Their logo contained an "L" and an "A." The "A" was hooked onto the horizontal bar of the "L." Their "A" had a halo, but it seemed to have broken while dangling from that "L." The residents of Anaheim saw a broken team in the team with the words "Los Angeles" in its name.

Objects bearing this logo of protest soon began to appear at the Angel games. Some game attendees purchased those items. Spurred by the success of those sales, the creator of the protest logo even started his own website. His protest logo could be found on that website.

The creator of that protest logo obviously hoped to sway the thinking of certain legal experts. The City of Anaheim was suing for restoration of a team name that contained the City's name. Unfortunately,

the courts did not decide in favor of the local protestors. They gave a green light to the name change.

No ruling by the courts would have changed the logo for the Los Angeles Angels of Anaheim. The team had agreed to stay with the angelic "A."

Dana Bradley writes about

<http://www.teamlogoandgear.com/Categories/MLB.aspx>

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<http://www.teamlogoandgear.com/>

Fan Merchandise: Logo & Gear

By Jena Luthovski

How do you explain the growth of the sports industry and millions of fans that exist today? Together we share our team or athlete's successes. We also share their heartbreak when they lose. Supporting them is expressing our own desire for excellence. Most retail sports specialty stores that carry team logo and gear for sports fans understand this and it is their commitment to provide you, their "champion" customer, with the highest quality sports and fan merchandise at the best prices!

Sports and fan gear such as team logo and gear has quite a history in America. No sooner had organized sports started becoming popular in the late 1800's than the sporting goods industry appeared and fans flocked to buy a baseball glove or cap signed by their favorite player! To this day one of the most recognizable logos in history is the single letter "B" - the logo of the Brooklyn Dodgers who, incidentally, stopped playing in 1957. The world of sports grew and fans grew right along with it.

In today's world the abundance of sports and fan merchandise can be overwhelming to the customer, so much so that it is often difficult to choose where to go to find the item you're looking for. At team logo and gear retail stores, they often have streamlined the process to provide the easiest and most enjoyable shopping experience for all our customers with our easy-to-navigate website and unsurpassed customer service program!

Team logo and gear retail stores, has access to thousands of licensed professional sports and fan gear - from football to baseball caps. Customers have direct access to the leading stores in the industry today as well as the ability to take advantage of our many coupons, reduced shipping costs and other special promotions. The end result is, the customer receive exactly what you want, and at the best price!

Fans are often invited you to browse for a certain items or brand their own or take advantage of excellent customer service where qualified service representatives will work with their customers in determining which items to purchase and even "shop" for you, finding you the best deal possible.

Visiting local team logo and gear retail is not the only way for fans to shop. Many fans shop on the internet. Most online retailers carry items that they would normally not carry in a regular retail shop.

Logo and gear retail stores appreciate their fans passion for sports and look forward to them visiting their store!

Jena Luthovski writes about Fun gear, Sport Products and Sports Fun gear.

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