News

It's easy being green

BY MATT ROCHELEAU FOR THE SUN CHRONICLE Friday, June 20, 2008 1:07 AM EDT

After a late-night NBA Title blowout, Celtics fans were wide-awake Wednesday morning and ready to grab the new championship gear and apparel for sale at area retailers.

"Last night's game was unbelievable," said lifelong Celtics fan Scott Cameron, 58, of Attleboro, while looking over Celtics tees at JC Penney at Emerald Square mall in North Attleboro.

"With all of their hard work on defense, they deserved it all," said Cameron, who had already purchased three T-shirts earlier and was back to buy two more - one was for himself, of course, another for his son, Sam, in Houston, and the rest he planned to send to friends in Colorado.

Stores were busy and well stocked, offering a wide-range of jerseys, T-shirts, hats and other products to commemorate the Celtics NBA-record 17th championship, including a miniature replica Larry O'Brien NBA Championship Trophy at JC Penney.

Sales were comparable to the days following the Patriots and Red Sox championships, according to one JC Penney manager. It was the same wherever Celtics memorabilia was on sale.

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"It's good for the kids and good for the businesses," Cathie Thornhill said amidst a sea of green, white and gold at Modell's Sporting Goods in South Attleboro.

Her 3-year-old son, Ian, came along to help find Celtics gear for his 14-year-old brother and big fan, Sean, who plays basketball.

Louise Demers of Pawtucket bought championship gear for her relatives in Florida and Las Vegas. Her 17-year-old neice and devoted Celtics fan, Kayla Pike, woke up early to purchase memorabilia, including a Paul Pierce jersey.

Pike plans to show off her Celtic Pride again by waking up early Thursday to attend the rolling rally in Boston, Demers said.

Cathy Freudenberg and her daughter, Sarah, of Foxboro, searched through championship displays at Olympia Sports for a Rajon Rondo T-shirt for Sarah to wear to tomorrow's parade. Friends Emily Dechanbeau and Karin Degirolamo, Bishop Feehan seniors from North Attleboro, also wanted clothing for the championship celebration.

"It was sick," Degirolamo said of Tuesday night's dismantling of the Lakers. "We have lots of bragging rights for when we go to college next year."

That sentiment was repeated by fans shopping across the area.

"It's definitely the best time for Boston sports," said Nate Meserve, of Sharon, holding a hat and numerous Celtics souvenirs.

He, like Degirolamo, was referring to the recent success of the Red Sox, New England Patriots, and now the Celtics. "It's been the best season since '86 for all three teams," said Dean Chase, a Providence resident and a Celtics fan since he was 10 years old.

Louise Tetreault of Cumberland, R.I., while picking out a T-shirt for her husband at JC Penney, said, "There's no sweeter time to be from Boston."

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