



August 2010

DARTS DYNAMO VISITS LOCAL SCREWFIX SITE

Staff at the Screwfix head office in Yeovil stepped up to challenge the world number three darts player, James Wade, to a series of head-to-head contests when he visited the site on 10 August.

Taking a break from playing in international darts championships, James Wade, who is sponsored by one of Screwfix's fastest selling lines, WD40, joined the Screwfix staff to answer their questions, discuss his sponsorship with the multi-use product and demonstrate the art of hitting the bullseye.

After getting down to business with a series of team briefings, James challenged the staff to an exciting darts competition to find out who had a steady hand and who would buckle under the pressure.

Screwfix prepared an 'elite' team to face the pro but James demonstrated why he's ranked number three in the world and emerged as the undefeated champion of the Screwfix darts tournament, with his reputation intact.

Staff from the contact centre and head office made the most of having a celebrity on-site with a selection of challenges and prize giveaways including dart boards, T-shirts and a grand prize of a pair of VIP tickets with £100 spending money for the Grand Slam of Darts in November.

James comments: "My sponsorship by WD-40 has taken me all over the country and it has been fantastic to come to Yeovil to meet the Screwfix staff. Together WD-40 and Screwfix make a great team and it was great to take on that team at my own game, I'm just pleased I finished the day as champion!"

Sarah Taylor, Brand Marketing Manager for Screwfix, adds: "We were thrilled to welcome James to the site and challenge him to a few competitions. He showed us why he's ranked number three in the world and it was a great day for everyone involved here at Screwfix."

To find out more about Screwfix visit www.screwfix.com.

-ENDS-

NOTES TO EDITORS

About Screwfix

Recognised as being “where the trade buys” and promising a fast, reliable service, Screwfix is the UK’s leading multi-channel supplier of thousands of high quality screws, fixings, hand tools, power tools, plumbing and electrical supplies. Combining trade prices and a massive range of leading brand name items, Screwfix offers over 18,000 products and is fully committed to customer care and support.

Press information:

For more information and images, or if you would like to come along to the Screwfix site to meet James and join in the challenges, please contact:

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