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SCREWFIX SCORES WITH talkSPORT

To celebrate UEFA Euro 2012, Screwfix has signed a partnership deal with national broadcaster talkSPORT which has seen the trade specialist become one of the category exclusive partners of the station's UEFA Euro's 2012 coverage.

As part of the agreement, which launched on air earlier this month, Screwfix and talkSPORT have also teamed up to give the station's listeners, and tradesmen across the UK, the chance to win a host of fantastic prizes, including a DeWALT pick-up truck.

talkSPORT is the world's biggest sports radio station and an official broadcaster of UEFA Euro 2012. A global audio partner of the Barclays Premier League, the station has over three million listeners in the UK alone.

Screwfix vans have already been hitting the roads packed full of goodies to give away as part of the campaign and will continue on their travels throughout the remainder of UEFA Euro 2012. To help tradesmen get their hands on these exciting products talkSPORT will be revealing the van locations on air each day.

In addition, every day during the Euro's, tradesmen are also being given the chance to win a top-of-the range DeWalt drill by simply putting a 'Don't Just Fix It, Screwfix It' sticker in their vehicle. If this sticker gets spotted, the chosen tradesman will go head-to-head live on air on talkSPORT and answer three Euro related questions correctly to win the drill.

John Mewett, marketing director at Screwfix, comments: "We are delighted to be partnering with talkSPORT for this campaign during UEFA Euro 2012. We know that many of our customers are big football fans, and will be listening to the matches whilst out working. Our partnership with talkSPORT will not only enable them to keep up to date with the scores, but it will also give them the chance to get their hands on some great prizes. The campaign has proved very popular with our customers already and we look forward to giving away more goodies throughout the rest of the tournament."

Anthony Hogg, Head of Creative Solutions at talkSPORT said: "Screwfix has been a long-term advertiser on talkSPORT and I'm delighted that the brand is part of our excellent roster of category exclusive sponsors throughout the Euros."

Recognised as being “where the trade buys” and promising a fast, reliable service to busy trade professionals across the UK, Screwfix is a multi-channel retailer with a product range that spans over 18,000 trade essentials and a nationwide network of over 225 trade counters. For further information visit www.screwfix.com

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