

JD Sports Launches Ian Brown Competition



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JD Sports has launched a competition that offers entrants the chance to win one of ten pairs of JD exclusive adidas Originals ZX750s signed by, former lead singer of The Stone Roses, Ian Brown. Competition entrants also have the chance to win one of ten copies of Brown's sixth solo album, 'My Way', which was released 21 September 2009.

A promotional graphic for Ian Brown's album 'My Way'. On the left, the album title 'IAN BROWN MY WAY' is written vertically in white on a black background. Next to it is a photo of Ian Brown standing in a garden, wearing a dark blue JD exclusive adidas Originals ZX750s. To the right of the photo, white text on a black background reads: 'WIN IAN BROWN'S NEW ALBUM', 'ALONG WITH A PAIR OF SIGNED ADIDAS ORIGINALS ZX750'S', and '10 PRIZES UP FOR GRABS!'. At the bottom, it says 'IN ASSOCIATION WITH ADIDAS ORIGINALS AVAILABLE AT:' followed by the adidas logo and the hmv logo.

The cover of Brown's latest album has a picture of the singer wearing a pair of JD exclusive [adidas Originals](#) ZX750s, so fans who already have the album will be familiar with the [trainers](#).

Matt Webster, online marketing manager for JD Sports, said: "Music has always been close to our heart at JD and [adidas](#) Originals have been giving us some of the freshest trainers and clothing for decades, so we're really pleased to hook up on this exclusive competition to help celebrate Ian Brown's new album launching. Plus as the King of Trainers, it was fitting that Ian wears some JD exclusive adidas Originals ZX750s on the album cover."

To enter the competition, entrants need to register with the [JD Sports](#) website and then answer one simple question about Ian Brown. The competition closes 31 October 2009.

The JD Sports website is also currently running a competition (closes 30 October 2009) giving 6-18 year olds the chance to train with the Manchester United soccer school.

About

JD

Sports:

JD Sports Fashion Plc is the leading UK specialised multiple retailer of fashionable branded and own brand sports and casual wear. The company operates over 350 stores through the UK.

JD Sports was founded in 1981 with one shop in Bury. It expanded into the Arndale Centre in Manchester in 1983 and consolidated its position throughout the 1980s with further openings, largely in the North and Midlands. The first London store was opened in Oxford Street in 1989 and by the time of JD Sports' stock market flotation in 1996 there were 56 stores.

The business continued to grow organically until 2002 and then grew further with the acquisition of more than 200 stores, further consolidating its position as the leading UK retailer of fashionable sports and casual wear.

As well as offering customers leading brands such as Nike, Adidas Originals, Lacoste, Converse and K-Swiss, JD Sports also stocks 'own-label' brands.

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