

JD Sports Announces Official Partnership With M.E.N. Arena



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Leading British and now global sports fashion retailer JD Sports is pleased to announce its continued partnership with Europe's largest indoor venue and the world's second busiest arena in 2009, the SMG Europe managed M.E.N. Arena for 2010.

First opened in 1995 the arena, which is located within 60 minutes drive of 11.4 million people, played host to Mike Tyson's UK debut fight, seen by over 100 million worldwide, and has hosted superstar acts such as U2 and Madonna stage concerts.

As well as having strong connections with sports fashion brands like [adidas Originals](#) and [Fred Perry](#), JD Sports is also proud of its continued musical connections which include previous link-ups with Ian Brown and Doves as well as a current partnership with popular live music club Moho Live, and the M.E.N. Arena continuing to host the biggest names in music, comedy and sport since 1995, the exclusive footwear and clothing retailer is delighted to team up with the premier venue for the duration of 2010 onwards.

The 21,000 capacity arena is known throughout the globe for hosting some of the biggest names in the entertainment business and attracting in excess of 1 million visitors a year as well as being consistently nominated for International Venue of the Year, this venture will enable [JD Sports](#) to acquire tickets for a host of specially selected and immensely popular events such as Lady Gaga, Stereophonics, Black Eyed Peas, JLS, Peter Kay's record-breaking 2010/11 residency and many more throughout the year. These sought after tickets will then be made available to win exclusively through our Facebook fan page which has close to 50,000 members.

To keep up with the huge growth in social media within the business and retail environment, using Facebook as the main tool in which fans of JD

Sports can win tickets to a varied number of events over 2010 will hopefully further raise the profiles of the two North West based household names.

About

JD

Sports:

JD Sports Fashion Plc is the leading UK specialised multiple retailer of fashionable branded and own brand sports clothing and casual wear. Their reputation has been built on providing high quality, high fashion men's and [women's trainers](#). 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 trainers](#) and K-Swiss, JD Sports also stocks 'own-label' brands.

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