

# JD ANNOUNCES

## INAUGURAL ESPORTS COMPETITION AT DOCK10

dock10

If you are into gaming and Esports, JD Sports is inviting players to show off their skills and compete for a place in its very first gaming event JDX.

Qualifier stages will be held at Westfield Stratford City and intu Trafford Centre, Manchester in July 2019.

FIFA 19, Rocket League and Fortnite tournaments will begin at 10.00am through until 9.00pm and 36 entrants in total will be selected to compete in the semi-finals and finals at JDX in Salford's dock10 in August 2019.

The winners will have the chance to join Team JDX, receive the ultimate Esports training experience in Las Vegas, and become part of the #IAMJD national campaign.

JDX will be fit out with its own gaming experience which will take centre stage for the finalists to battle it out. Spectators can also get involved in all the action, with experiential zones including retro arcade games and gaming simulators.

Stephen White, Group Marketing Director of JD said, *"Esports is a natural fit to our customers and they are central to everything that we do."*

*"Gaming has a huge reach and relevance to the JD audience and we're delighted to be bringing our first Esports events to London, Manchester and Salford this summer".*

The qualifier events are open to all gamers aged 12 and over. Under 16's must be registered and accompanied by an adult.

#dock10