

# Coral to sponsor Players Darts Championship

Submitted by: pr-sending-enterprises

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Coral are to sponsor the Players Darts Championship, to be held at the Circus Tavern in Essex at the end of the January.

The inaugural coral.co.uk Players Championships will feature the top 32 players from the 2008 Players Championship Order of Merit battling for £200,000 in prize money.

The new sponsorship agreement with leading bookmakers Coral, who also own and run the Gala Bingo (<http://www.galabingo.co.uk/>) franchise, sees the two organisations team up for the first time with the Professional Darts Corporation (PDC).

The tournament is set to be screened live on ITV4 from 30th January until 1st February. The tournament sees darts return to the Circus Tavern in Purfleet, Essex - the former home of the PDC's World Championship.

"We're delighted to welcome Coral as the headline sponsor for the coral.co.uk Players Championship," said PDC Chairman Barry Heam.

"We thank them for their support of this new event, and their backing is a reflection of the interest this event has created in the sport."

Keith Hawkins, Managing Director of Gala Coral Remote Gambling, said: "Everyone at Coral is delighted to be involved with this exciting addition to the darts calendar.

"We're looking forward to three days of exciting, top class action from one of the sport's most recognisable venues.

"Betting on darts has exploded in recent years, and it's entirely fitting that coral.co.uk is sponsoring the Players Championship."

The winner of the coral.co.uk Players Championship will win £50,000, while the runner up will walk away with £25,000. Those who reach the semi finals of the tournament will receive £12,500 while quarter finalists will win £8,500 in prize money. Those who are knocked out in the second round will be awarded £4,000 while those who leave the tournament in the first round will leave with £2000.

Tickets for the coral.co.uk Players Championship are still available from the Circus Tavern Box Office on 01708 863838 or 01708 867271.

About Gala Coral:

Gala Coral operates over 1600 licensed betting offices throughout the UK, as well as offering online sports betting and gaming. The company also owns the Romford, Brighton and Hove greyhound stadia.

Gala Coral also own Gala Bingo

(<http://www.galabingo.co.uk/bingogames.go?page=index&tab=bingo&lang=20&sid=20&ms=MS>), which offers a variety of online bingo games (<http://www.galabingo.co.uk/bingogames.go?page=index&tab=games&lang=20&sid=20&ms=MS>) and is part of Gala Coral Group's Remote Gambling division. This division is responsible for the development, management and operation of the Group's E-Commerce activities in the UK and worldwide through Coral.co.uk, Eurobet.com, Galacasino.co.uk and online bingo (<http://www.galabingo.co.uk/bingogames.go>) site galabingo.com.

The division also operates Coral Telebet, the telephone betting business and is the UK's first operator of digital interactive televised bingo by pushing the red button on Gala TV (Sky channel 861).

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