

JD Sports to put on exclusive N-Dubz gig for customers

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JD Sports have teamed up with adidas Originals and are giving their customers the chance to attend an exclusive N-Dubz gig at the Matter nightclub, situated inside the O2 arena in London.

N-Dubz first came to prominence on the music scene in 2007 when they claimed the prestigious Best UK Newcomer award at the MOBOs. Off the back of this recognition they were vaulted to the forefront of the British music scene and went platinum in 2008 with their debut album, Uncle B. Since then they've gone on to win two more MOBO awards and firmly establish their place on the musical map.

JD has long been associated with N-Dubz, with the group often seen wearing clothing and trainers (<http://www.jdsports.co.uk/men/mens-footwear/all-trainers/>) from the exclusive JD adidas Originals (<http://www.jdsports.co.uk/brand/adidas-originals/>) collection.

Tickets for the gig will only be available to JD customers and there will only be 700 pairs of tickets available for the gig, giving fans the chance to see the trio up close and personal. As well as the 700 pairs of tickets, JD (<http://www.jdsports.co.uk/>) will also be giving away 10 pairs of special VIP passes. These VIP passes will allow the winners the chance to go backstage and hang with Dappy, Fazer and Tulisa.

Matt Webster, the online marketing manager at JD Sports said, "Everyone here at JD loves music as much as they love trainers, and we know our customers do too. So when we began looking for a way to say thank you to our customers, putting on this exclusive gig seemed the perfect opportunity."

The N-Dubz competition (<http://www.jdsports.co.uk/competitions>) will be running until 17th May 2010, full details can be found on the JD Sports website.

About JD Sports Fashion:

JD Sports Fashion PLC was founded in 1981, with one store in Bury. JD quickly expanded throughout the 80's opening its first London store on Oxford Street in 1989. In 1996 JD Sports was floated on the stock market and had 56 stores.

The business continued to grow organically up until 2002 when over 200 stores were acquired giving the brand a very strong high street presence. JD Sports Fashion PLC now operates over 350 stores throughout the UK and has grown into mainland Europe.

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

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