



2009 BDO WINMAU WORLD MASTERS



EAST RIDING

OF YORKSHIRE COUNCIL

The 2009 BDO WINMAU WORLD MASTERS, in association with John Smith's and East Riding of Yorkshire Council, will be played at The Spa Bridlington on September 4th, 5th & 6th - with the last 16 in the Men's World Masters enjoying extensive BBC TV coverage over the weekend of Saturday, September 5th and Sunday, September 6th.

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The 2009 BDO Winmau World Masters will once again be the richest two-day tournament on terrestrial TV with record-breaking prize money, and the September dates have been agreed in order to provide the 2009 World Masters with the best possible scheduling times from BBC TV. They will also provide a longer gap between the World Masters and the BDO Lakeside World Professional Darts Championships, scheduled for nine consecutive days on BBC TV from January 2nd to 10th, 2010.

"We are delighted that the BBC are screening the 36th BDO Winmau World Masters on a weekend that will provide us with the optimum amount of airtime on both the Saturday and Sunday", says Olly Croft, Managing Director of BDO Enterprises Ltd.

"The Masters always enjoys excellent TV audiences. Last year it attracted an average audience of 1 million on the Saturday with a peak of 1.5m. On Sunday the average was 1.2m with a peak of 1.8m for the final.

"We will be looking to build on those figures this year and, with the World Master (or standby player) gaining entry to the 2010 World Pro, there is an important and solid link between the BDO's two top BBC televised majors."

Staged and promoted by the British Darts Organisation, the Winmau World Masters have been played in Bridlington since 2002 and will be returning to The Spa for the second year since its £20 million re-development.

"We now regard Bridlington as the true home of the World Masters", says Ian Flack, Sales & Marketing Director of Winmau. ***"The Spa is a wonderful venue and the support of East Riding of Yorkshire Council has played a major part in their success.***

"I am also delighted to confirm that we have signed a 3-year contract with John Smith's to continue as our associate sponsors."

Gareth Turner, Senior Brand Manager, Ale, Scottish & Newcastle UK says:

"John Smith's are delighted to have agreed the new three-year contract with Winmau to continue as associate sponsors of the World Masters. This is a perfect fit in our darts portfolio, which includes our valued involvement with Bob Potter and the Lakeside World Professional Darts Championships.

"We are also fully committed to promoting darts in pubs and clubs across the country through the John Smith's People's Darts initiative. In January this produced our first ever John Smith's People's Darts Champion, Tim 'Teapot' Jones, who will be competing in the 2009 World Masters as a sponsors invite.

"We are delighted that they all combine to strengthen our relationship with the sport of darts and the British Darts Organisation."

Alan Menzies – Director of Planning and Economic Regeneration for East Riding of Yorkshire Council says:

"East Riding of Yorkshire Council and East Yorkshire Events are extremely pleased that the BBC has once again agreed to screen the 2009 Winmau World Masters from The Spa, Bridlington. We believe the new September dates will allow us to showcase this amazing event to an even wider audience than ever before.

"We are also excited to announce a new five year sponsorship deal with Winmau to keep the World Masters at its true spiritual home of The Spa, Bridlington.

"This continues East Riding of Yorkshire Council's commitment of bringing top class events to the area and further enhances East Yorkshire Events' reputation at the forefront of event delivery.

The BDO Winmau World Masters is a true World Championship with players from seventy countries being invited, including singles darts champions from over 140 national and international events worldwide.

Approximately 400 players will converge on Bridlington for this year's World Masters, which will mark the 36th anniversary of the oldest established major in world darts (1974-2009).

The World Masters are the only major Championships in darts with four separate finals - Men, Women, Boys and Girls.

**FOR SEEDING AND DRAW PURPOSES, THE CLOSING
DATE FOR ALL ENTRIES IS:
FRIDAY, JULY 31ST, 2009**

2008 WINMAU WORLD MASTERS CHAMPIONS:

MEN'S MASTER	<u>MARTIN ADAMS (ENG)</u>
WOMEN'S MASTER	<u>FRANCIS HOENSELAAR (NETH)</u>
BOY'S MASTER	<u>SHAUN GRIFFITHS (ENG)</u>
GIRL'S MASTER	<u>LINDA ODEN (SWE)</u>

2008 WINMAU WORLD MASTERS STATISTICS

The high standard of play in the 2008 Winmau Men's World Masters was epitomised by Martin Adams, who on his way to being crowned 2008 Winmau Men's Master, recorded a single dart average of 35.26 in his Sem-Final with Tony O'Shea.

Tony recorded a 33.89 single dart average and lost!

Martin also hit eleven 100+ checkouts, including the highest of the tournament which won him an additional £1,000 to add to his £25,000 World Masters winning cheque. He hit the most 180's – 18 in total – closely followed by Tony O'Shea with 15 maximums.

The overall single dart tournament average for the stage matches in the 2008 Men's World Masters was an outstanding 31.13.

The 2008 WINMAU WORLD MASTERS enjoyed an average BBC TV audience of 1 million on Saturday, December 6th (11.3% share) with a peak of 1.5m (12.5%).

On Sunday, December 7th the average was 1.2m (9.0% share) with a peak of 1.8m (10.3%) for the final.

