

MEDIA PACK



**THE HAMMER**
ANDY HAMILTON

www.thehammer180.co.uk

ANDY 'THE HAMMER' HAMILTON

Andy's Stats

NAME: Andy Hamilton

NICKNAME: The Hammer

RANKED: 11th (Jan 14)

D.O.B: 16-03-1967

BORN: England

HOMETOWN: Stoke-on-Trent

WIFES NAME: Kate

DARTS SPONSOR: Unicorn

DARTS USED: 23g Unicorn



HAMMER YOUR MESSAGE TO POTENTIAL NEW CUSTOMERS BY BECOMING A SPONSORSHIP PARTNER OF ANDY HAMILTON

THERE HAS NEVER BEEN A BETTER TIME TO GET INVOLVED IN THE WORLD OF DARTS.

Darts is the fastest growing UK sport and as such is the second most watched sport on TV attracting up to 1 million viewers (Sky Sports and ITV4).

An estimated 7 million people in the UK have played darts, with 2 million of these playing regular in organised events.

The popularity of live darts is apparent with venues selling out to upwards of 12,000 fans.

Darts is also the fastest growing sport in many countries.

Dart player sponsorship is an affordable way of promoting your company or brand.

The infographic consists of ten yellow rounded square icons arranged in two rows of five. Each icon contains a small graphic representing a benefit, with a text label below it. The benefits are: gain new sales leads (mobile phone with plus sign), enter new markets (globe), position company brand (bar chart with plus sign), launch new products or services (computer monitor), build your customer database (stack of coins with plus sign), staff incentives (two people with plus sign), featured logo on website (computer monitor with globe), social media (Facebook and Twitter logos), exhibition or personal appearance (calendar showing June 26), and event tickets (dartboard with red arrow).

- gain new sales leads
- enter new markets
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- social media
- exhibition or personal appearance
- event tickets



ABOUT ANDY HAMILTON

ANDY STARTED PLAYING DARTS AT THE AGE OF 16, PLAYING COUNTY LEVEL FOR CHESHIRE, UNSURE OF HIS ABILITY TO PURSUE A CAREER AT THE HIGHEST LEVEL HE STOPPED PLAYING COMPETITIVE DARTS FOR 20 YEARS.

On return Andy made his television debut at the UK Open Championship in 2004, now ranked number eleven the world Andy has never looked back.

A semi-finalist in his debut season in the McCoy's Premier League Darts, Andy Hamilton enjoyed a memorable campaign in 2012 as he thrilled crowds across the UK & Ireland with his performances.

The Stoke star was a Wildcard selection for last year's Premier League, but finished third after taking points from nine of his 14 league games, and it took a nine-darter from Simon Whitlock to help see him off in the semi-finals.

After making a winning start with a victory over James Wade on the opening night in Manchester, Andy's never-say-die attitude was epitomised by him drawing five league games during the campaign.

THOSE TYPES OF PERFORMANCES HAVE BEEN EVIDENT THROUGHOUT THE PAST DECADE SINCE ANDY – A FORMER ELECTRICIAN AND PUBLICAN – TURNED PROFESSIONAL IN 2004 AFTER QUALIFYING FOR THE UK OPEN, AND HE WAS A QUARTER-FINALIST IN HIS FIRST WORLD CHAMPIONSHIP.

He reached four televised semi-finals inside the next 18 months – including at the World Matchplay – during a rapid rise to the top of the sport, which was confirmed when he qualified for his maiden major final at the 2007 Grand Slam of Darts, where Stoke rival Phil Taylor took victory.

Andy also won his first ranking title in 2007 at a Players Championship in Gibraltar, a success which he followed up later that year in a UK Open Qualifier.

A semi-finalist in the 2009 World Grand Prix, Hamilton's run to the same stage of the World Matchplay two years later has been the kick-start for the second phase of his career, maintaining his status amongst the world's top 16 at the time.

That was followed at the end of 2011 by a run to the final of the World Championship, Andy's second major final where he took on a Stoke rival as this time Adrian Lewis denied him a big title.

ANDY HAS CONTINUED HIS GREAT RUN OF FORM INTO 2013 BEATING BOTH JAMES WADE AND RAYMOND VAN BARNEVELD ON ROUTE TO THE FINAL OF THE 2013 UK OPEN.

The experience of competing on the McCoy's Premier League Darts stage has proven vital in his achievements since last season in runs to at least the quarter-finals in successive major televised events, including the quarter-final of 2013 Bet Victor World Matchplay, quarter-final of the World Grand Prix and the semi-finals of the Cash Converters Players Championship.

The Hammer shows his softer side: Andy Hamilton stays grounded ahead of Ally Pally showdown with Phil Taylor

One of darts' biggest hitters plots revenge on Phil "The Power" Taylor after playing Santa to sick children at local hospice



I'll win it for you dad: Andy Hamilton reveals special motivation at PDC World Championships

"The Hammer" reveals he wants to win the Sid Waddell trophy in his father, who died from bowel cancer nine months ago



Sun+
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Hamilton planning emotional triumph



HAPPY HAMMER - A

By HARRY TALBOT Published: 21st December 2012
ANDY HAMILTON has vowed to become a father.

The Hammer crushed Richie Burnett 4-1 to beat Ladbrokes PDC World Championship.

The Bolton News

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Premier League Darts star challenges allcomers in Leigh and Atherton to raise funds for children's hospice



Andy Hamilton

PREMIER League Darts star Andy Hamilton will be taking on challengers in Leigh and Atherton as part of a one day tour taking in 15 venues to raise funds for charity.

On Sunday, February 17, Andy will challenge allcomers at 15 Bravo one pubs throughout the North West of England including playing at the Hilton Park in Twist Lane, Leigh and The Punchbowl, Market Street, Atherton. All proceeds from the tour will go to Haven House Children's Hospice.

Tickets are available from participating venues

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Hamilton's Charity Effort Tops £5,600

March 18 2013

ANDY HAMILTON has raised over £5,600 for Haven House Children's Hospice as part of his day of exhibitions in Bravo one pubs.

The McOy's Premier League Darts star visited 16 Bravo one pubs in the north-PDC's official charity, who are based in Woodford Green and care for children and young people up to the age of 19 who have life-limiting conditions, as well as providing a range of support services for families.

Haven House's partnership with the PDC has now seen over £26,000 raised through their Charity Challenge at the Cash Converters Players Championship Finals and Ladbrokes World Darts Championship and an auction at the PDC Awards Dinner.

Hamilton is pictured above with Bravo one's Mark Dean presenting a cheque to Haven House's Kate Rowland following his charity day.

Tickets are still available for the next fundraising event for Haven House Children's Hospice, An Evening With Phil Taylor, which will be held on Tuesday March 26 at the Hilton London Canary Wharf.

The reigning World Champion will be the guest of honour at a special fundraising dinner which will be hosted by PDC Chairman Barry Hearn.

Tickets cost £100 per person, which includes a welcome reception and three-course meal, plus the chance to play darts with Phil Taylor. For tickets, please



@TheHammer180



LADBROKES WORLD DARTS FINALIST 2012



UK OPEN FINALIST 2013







Website: www.won-180.co.uk

Email: mark.dean@won-180.co.uk

Tel: 08709 619 180

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