



*Contact* Peter Citera  
*Telephone* +1 (844) 752-9501  
*Cell* +1 (847) 373-9176  
*Email* Peter@champdarts.com  
*Website* www.champdarts.com

FOR IMMEDIATE RELEASE  
January 2, 2017

## CHAMPIONSHIP DARTS CORPORATION ADDS DPA CEO TO ADVISORY BOARD

### Rob Denny Transformed Australian Darts Scene – Brings Experience, Perspective to North America

Chicago, IL, January 2, 2017– Championship Darts Corporation, parent company of the Championship Darts Circuit (CDC), today announces that Rob Denny, Chief Executive of Dart Players Australia (DPA), has joined the CDC family as a member of the Corporation’s Advisory Board. For the past 16 years, Mr. Denny has played an essential role in DPA’s efforts to transform Australia from a second-rate darts community into the global darts powerhouse it is today. The experience, perspective and contacts that Mr. Denny has gained along his journey will prove invaluable to furthering the growth of the true professional side of the steel-tip game in both the United States and Canada.

*“Words can’t express how happy I am that one of the most respected members of the international darts community has seen in CDC and our Principals a kindred spirit of sorts. His guidance will only accelerate the positive changes we’re making to the game in North America.” –Anthony Eugenia, Chief Operating Officer, CDC*

Mr. Denny will make an immediate positive impact on CDC, participating in both short- and long-term tour planning and publicity efforts. Indeed, Rob’s appointment is the first in a series of announcements CDC is preparing regarding the 2017 Championship Darts Circuit as well as other news of importance to players and fans of North American darts. Those that follow CDC will quickly begin to see subtle adjustments that reflect valuable lessons learned in the Australian expansion.

*“There are many similarities between the state of Australian darts a dozen years ago and the North American scene today. Many of the same challenges faced by*

*Australian players, not the least of which is expensive travel over an immense continent to play the game they love, are present in Canada and the States. We learned a lot in finally managing to crack that nut down under, and it's my sincere hope that we can speed things along here. The Principals of CDC have the vision and drive to do great things on your continent, and I'm over the moon that we've been able to join forces for the good of the game." – Rob Denny, Chief Executive, DPA*

Championship Darts Corporation operates the Championship Darts Circuit, the only professional, steel-tip, long-format darts tour on the continent. Founded in 2014 by three individuals with a combined 60-plus years of experience promoting the game, its goal is to elevate the level of play at the top end of the spectrum and work alongside other organizations to build the infrastructure to create a new North American world champion by 2024.

###

If you would like more information about this topic, please contact Peter Citera, Chief Executive of Championship Darts Corporation, at +1 (844) 752-9501 or email at [Peter@champdarts.com](mailto:Peter@champdarts.com).