**Farnell element14 joins the Football Frenzy and gives Customers in Europe the Chance to Win!**

*Customers could win one of 24 Sport e-shop gift cards and one customer will win a DJI Spark Drone, Alpine White*

**Leeds, UK – Thursday, 14th June 2018:** [Farnell element14](http://uk.farnell.com), The Development Distributor, has launched a five-week competition for customers in Europe to celebrate the summer of football 2018.

Customers in Europe can visit [football.farnell.com](https://football.farnell.com/) to guess the score in key games, test their football predictions against friends and colleagues on a live leader board and tell Farnell element14 about their top-scoring products to get the chance to win prizes - football puns are allowed!

There are eight chances to win, following eight key matches played in Russia throughout June and July. The dates and times of the eight rounds are as follows:

* + First round runs from 14.06 at 8:00 a.m. CEST to 19.06
  + Second round runs from 20.06 at 8:00 a.m. CEST to 24.06
  + Third round runs from 25.06 at 8:00 a.m. CEST to 28.06
  + Fourth round runs from 30.06 at 8:00 a.m. CEST to 03.07
  + Fifth round runs from 06.07 at 8:00 a.m. CEST to 07.07
  + Sixth round runs from 10.07 at 8:00 a.m. CEST to 11.07
  + Seventh round runs from 14.07 at 8:00 a.m. CEST to 14.07
  + Eighth round runs from 15.07 at 8:00 a.m. CEST to 15.07

Three winners will be announced at the end of each round, each receiving a £30 (or local equivalent value) sport e-shop gift card.

At the end of the competition, the most creative entry in the Farnell element14 competition will receive the Grand Prize of a DJI Spark Drone, Alpine White. The Grand Prize winner will be announced within 48 hours of the close of the competition, as the tournament in Russia comes to an end.

**Jo Molineux, Head of Marketing for Farnell element14 explains:** “This is an opportunity for all our customers to get involved in *that football competition everyone is talking about*! We are looking for your best football predictions and the most creative entries to our competition. The competition is open to engineers, students and makers – so join us in celebrating this great summer of football.”

Find out more about Farnell element14 2018 football competition by visiting [football.farnell.com](https://football.farnell.com/).

**\*\*Ends\*\***

**Notes to editors**

You can find more details and supporting imagery related to this press release on our newsroom: [www.element14.com/news](http://www.element14.com/news)

**About us**

[Farnell element14](http://farnell.com/) is part of the [Premier Farnell](http://www.premierfarnell.com/) group of businesses, a global technology leader with over 80 years in the high service distribution of technology products and solutions for electronic system design, production, maintenance and repair. Premier Farnell uses this experience to support its broad customer base, from hobbyists to engineers, maintenance engineers and buyers as ‘The Development Distributor’, working with leading brands and start-ups to develop new products for market, and supporting the industry as it seeks to develop the current and next generation of engineers.

Premier Farnell is a business unit Avnet, Inc., (NYSE:AVT). Premier Farnell trades as [Farnell element14](http://uk.farnell.com/) in Europe, [Newark element14](http://www.newark.com/) in North America, and [element14](http://sg.element14.com/) throughout Asia Pacific. The Premier Farnell Group is supported by a global supply chain of more than 3,500 suppliers and has an extensive inventory profile developed to anticipate and meet the needs of innovative customers everywhere. Premier Farnell sells direct to consumers through Forthings.io in the [UK](http://www.forthings.io/) and [Ireland](https://www.forthings.io/wps/portal/eu/!ut/p/z1/04_Sj9CPykssy0xPLMnMz0vMAfIjo8zifRwtXT0cDYx83H0CTA0czY39DD2djY0NvI31w_Wj9KOASgxwAEcD_eDUvPhgV_2C7LxyAAfSXcU!/dz/d5/L0lHSkovd0RNQUZrQUVnQSEhLzROVkUvZW5fSUU!/), [Spain](https://www.forthings.io/wps/portal/eu/!ut/p/z1/04_Sj9CPykssy0xPLMnMz0vMAfIjo8zifRwtXT0cDYx83H0CTA0czY39DD2djY0NvI31w_Wj9KOASgxwAEcD_eDUvHg3T_2C7LxyABWheYc!/dz/d5/L0lHSkovd0RNQUZrQUVnQSEhLzROVkUvZW5fRVM!/), [Denmark](https://www.forthings.io/wps/portal/eu/!ut/p/z1/04_Sj9CPykssy0xPLMnMz0vMAfIjo8zifRwtXT0cDYx83H0CTA0czY39DD2djY0NvI31w_Wj9KOASgxwAEcD_eDUvHjXYP2C7LxyAHWa3BQ!/dz/d5/L0lHSkovd0RNQUZrQUVnQSEhLzROVkUvZW5fREs!/), [Finland](https://www.forthings.io/wps/portal/eu/!ut/p/z1/04_Sj9CPykssy0xPLMnMz0vMAfIjo8zifRwtXT0cDYx83H0CTA0czY39DD2djY0NvI31w_Wj9KOASgxwAEcD_eDUvHg3T_2C7LxyABWheYc!/dz/d5/L0lHSkovd0RNQUZrQUVnQSEhLzROVkUvZW5fRkk!/) and [Sweden](https://www.forthings.io/wps/portal/eu/!ut/p/z1/04_Sj9CPykssy0xPLMnMz0vMAfIjo8zifRwtXT0cDYx83H0CTA0czY39DD2djY0NvI31w_Wj9KOASgxwAEcD_eDUvHgXb_2C7LxyADcRLl0!/dz/d5/L0lHSkovd0RNQUZrQUVnQSEhLzROVkUvZW5fU0U!/), a network of resellers, and its [CPC](http://cpc.farnell.com/) business in the UK.

For more information, visit the website at <http://www.premierfarnell.com>

**European PR Agency:**

**Freya Ward**

**Napier Partnership**

Tel: +44 1243 531123

Email: [Freya@napierb2b.com](mailto:Freya@napierb2b.com)

**Premier Farnell:**

**Holly Smart**

**Head of PR and External Communications**

Tel: +44 113 2485188

Email:[hsmart@premierfarnell.com](mailto:hsmart@premierfarnell.com)