



Tuesday 28th December 2021

AMATEUR Darts Circuit (ADC) is delighted to announce its arrival on the darts scene for 2022. Replacing the organisation previously known as Modern Amateur Darts (MAD) with a fresh new name, look and approach, the ADC aims to bridge the gap between the pub and the elite circuit.

Launching on January 1, the ADC will offer an innovative and sustainable blueprint for amateur darts, with a focus very much on the future of the game. With technology and a user-friendly player experience at its heart, ADC will run a comprehensive programme of events, including a UK Tour and National Singles Leagues.

Initially launching in five territories globally – United Kingdom, Benelux (Belgium, Netherlands and Luxembourg), United States, Oceania and Europe – the ADC is backed by world darts champions Michael van Gerwen and Glen Durrant.

Steve Brown – founder of the hugely successful Junior Darts Corporation (JDC) and MAD – is joined by successful promoter Scott Hunt in the day-to-day running of the ADC. The experienced and forward-thinking pair are joined by a strong team across the world, including Professional Darts Corporation (PDC) star Vincent van der Voort, who takes up the role of Head of Operations for Benelux.

Addressing the name change and new direction, ADC director Brown said: “We went into MAD with the best of intentions – but, with everything that’s happened during the pandemic, the world is a different place to how it was then. There were a lot of positives to come out of MAD and we can take those, along with the lessons we learned, into the ADC.

“With the name, there were two things we considered. The first is that we see the ADC, although independent, sitting between the JDC and PDC, as a perfect steppingstone from the junior game to the professional circuit.

“And we also took into consideration any negative connotations people may have drawn between the previous name and people’s mental-health struggles.

“Scott and the team not only have the knowledge but the energy and enthusiasm to really drive the amateur game forward via the ADC.”

While Brown takes his proven track record with JDC into the new-look organisation, Hunt arrives in a full-time role having overseen the emergence of a strong darts scene in the North-East of England. Hunt, who is Head of Global Operations for ADC, said:

“There are some incredibly talented amateur darts players out there who aren’t getting the opportunities to move forward in the game – and we hope the ADC can provide that springboard for them.

“We will provide accessible opportunities for amateur darts players, giving the local player the chance to grow and develop on the national and international stage.

“For us, it’s about modernising amateur darts through our bespoke technology, which is free to use and offers up-to-date rankings.

“The ADC will bring the global amateur darts game up to speed.”

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