World Darts Champion challenges Edinburgh shoppers

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World Darts Champion Adrian Lewis opened the Albemarle Bond shop in Edinburgh yesterday.

The reigning champion then challenged shoppers to a six dart contest for their chance to beat him at his own game.

Pictured with Adrian, known as "Jackpot", and celebrating the opening with chocolate gold coins, are store manager Suzanne Quinn and assistant manager Brian Kay.

Adrian met shoppers at the new Albemarle Bond store at 80 Nicolson Street, yesterday afternoon. He picked challengers from the crowd for their chance to beat him at his own game. Those scoring higher than Adrian walked away with a £20 cash prize and the bragging rights of beating a world champion.

Albemarle Bond, a national chain of jewellers and pawnbrokers, offers a range of pawnbroking, gold buying, jewellery retailing and financial services to customers seeking shortterm cash flow solutions. The company is sponsoring Adrian throughout 2011 as he competes on the world darts circuit.

Photographs courtesy of Colin Hattersley