

## **New Sports Bars Website Offers Free Trial to UK Pubs**

*Essio Marketing Ltd of St Helens have announced the eagerly awaited launch of a new and exciting live sports website in the summer of 2010. The new website [www.livesportsbars.tv](http://www.livesportsbars.tv) is appropriately named as it will direct sports enthusiasts in the United Kingdom to the location, and features of bars and pubs that are screening live sporting events.*

April 26, 2010 (FPRC) -- St Helens based Essio Marketing has been developing the concept for Live Sports Bars for over 2 years. Now with literally weeks to go prior to the launch, they are making a considerable offer to sports bars and pubs that may prove too difficult to turn down. They are offering a no obligation six month trial to the first two bars that sign up in every city and first bar in every town within England, Wales, Scotland and Northern Ireland.

When asked why they were giving away free listings, Co Founder Chris Williams said 'In fairness it's a straight trade off between us and the bars. For the website to work immediately and effectively for our visitors, we need sports bars to register today. So giving away free listings for 6 months is win win situation for everybody. The bars are happy, the visitors are happy and we're happy because we are contributing to the internet with a useful and functional website. We do expect however that these free listings will go very quickly. We've have had a tremendous response from several of the major breweries and a number of independent bars.'

Live Sports Bars was set up due to a frustrating Saturday afternoon Chris had in 2007 whilst visiting London with a friend. Chris was trying to locate a bar screening a live rugby match, and ended up missing the game completely. This prompted Essio to design a website that provides visitors with the locality of sports bars but more importantly features and information on each specific bar. Every bar will be provided with their own micro site that they can manage and keep updated. Not only will this prompt new customers to visit their bar but also enable them to keep their own regulars up to date with up and coming sporting schedules.

As bars and pubs across the country are readying themselves for the world cup and the extra trade that the world cup attracts, and with the recent launch of SKY's new 3D service, Live Sports Bars launch could not have been better timed. Essio Marketing has plans to make this website one of the best sports websites on the web. Paul Winter, Co Founder says "We want this website to stand out both now and in the future, with plans for developments to work with twitter, iPhone, and other web based applications. We are currently working on a socially interactive dimension to improve the usability, user participation and to also increase the number of visits to sports bars registered."

Asked whether you are focusing on launching prior to the world cup Chris replied "It was never our focus as we presumed that most bars would be screening the game anyway. Our focus was the start of the Barclays Premiership in August. However this next phase of the development is ahead of schedule, and we may just see it launched in time to see England lift the world cup.'

Live Sports Bars.Tv will be launched in the summer of 2010 and is currently providing free trial listings to sports bars in towns and cities across the United Kingdom. To enquire about the listings please email [chris.williams@essio-marketing.co.uk](mailto:chris.williams@essio-marketing.co.uk) or visit [www.livesportsbars.tv](http://www.livesportsbars.tv) for more information.

## About Essio Marketing Ltd

Based in St Helens UK, Essio Marketing Ltd was Co Founded in 2008 by Chris Williams, Paul Winter, and John Liptrot to provide SEO, internet marketing, and web design. Essio Marketing is an award winning British company with clientele throughout the UK, EU, and Asia.

### **Contact Information**

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