



To celebrate its tenth birthday, Pure is searching for ten of its biggest fans and owners of the first Evoke digital radios produced when the brand launched in 2002.

Pure fans are invited to submit stories about how they got hold of one of the first Evoke-1 digital radios or photos of their radios in situ plus the serial number on the back of their Evoke-1 to identify whether it was one of the first to be produced. After a ten week search the owner of the earliest Evoke will be presented with a patriotic Evoke Mio Union Jack with a limited edition, commemorative plaque.

Each week during the search, Pure will also reward the best pictures and stories with a Union Jack One Mini.

The Pure Evoke-1, which was the first high-volume sub £100 digital radio quickly sold out and had people queuing on London's Oxford Street to get their hands on one.

Says Colin Crawford, Pure's marketing director: "When we launched the original Evoke in 2002, we never imagined that we would see crowds queuing down Oxford Street to get their hands on one, but that's what happened, and the rest, as they say, is history. We are incredibly proud of the Evoke's success and proud to be flying the flag for British design and technology."

The Evoke Mio Union Jack is available through leading electrical retailers at an SRP of £149.99

To enter, please visit Pure's Facebook page at www.facebook.com/pure or email social@pure.com by 10am on the 6th of August 2012.

To read more please visit the Pure Insider blog <http://insider.pure.com/?p=4470>