JORDAN OLYMPIC COMMITTEE LAUNCHES NEW WEBSITE

New website set to maximise engagement with sports fans in Jordan

The Jordan Olympic Committee (JOC) has launched its brand new website, designed to help sport play a part in the lives of all Jordanians and increase connectivity with its 32 National Federations.

The website, which includes a daily sports news service, dedicated National Federations section, a calendar of major sporting events in Jordan and exclusive interviews with Jordan’s athletes, will allow the JOC to communicate better with its National Federations and local sports fans.

The website (www.joc.jo) has also teamed up with the Official Clothing Partner PEAK who will offer one lucky sports fan the chance to win exclusive Team Jordan merchandise every month through its ‘Become a FANatic’ campaign.

Lana Al Jaghbeer, JOC Secretary General, said: “The aim of the site is to become the most trustworthy source of local sports news and information. It will also heavily promote active, healthy lifestyles and ensure sports participation is easily accessible for all men, women and children.

“The new website tools will bring greater interaction between the JOC and our National Federations, enabling us to reach new audiences and engage with more young people in Jordan than ever before.”

Under the JOC communications plan called Living Sport, initiatives are being developed to engage with the Jordanians better than ever before to ensure sport plays a leading role in the Kingdom’s development. The new web site is a one-stop shop that connects citizens to everything they need to know about Jordan sport.
In parallel with the new website, official JOC iOS and Android applications will be launched in August, providing sports fans with the most trusted source of reliable and relevant sporting news directly to their phones and tablets, supporting the JOCs drive for sport to play a fundamental part in the lives of all Jordanians.

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Contact:

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