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Pokemon Go battle at Jungle Jim's draws hundreds

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FAIRFIELD — Hundreds of Pokemon Go enthusiasts visited Jungle Jim's International Market yesterday for an event geared toward the popular virtual game.

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Jungle Jim's International Market in Fairfield noticed the drawing power of the new free-to-play, augmented reality game shortly after its July 7 release when it observed customers started roaming the store in search of Pokemon-related creatures.

Then approximately 300 to 400 people started showing up in the parking lot each night shortly before the store's 10 p.m. closing to capture the location-based game's nocturnal characters and have them do battle, as the grocery store also was designated by game-designers as a gym where Pokemon characters do battle.

On Wednesday, the business invited people to bring their smartphones to the grocery store's Snake House — a designated Pokemon Gym — to take part in the "Battle for the Monorail Station," named after the trains visible just outside the store.

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"It's going to be a really cool couple of hours and we're just excited to see who comes out victorious," said Jared Bowers, social media coordinator for Jungle Jim's, as the event started Wednesday.

Several food trucks were also at the event.

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