



Chance to shine

EDUCATING THROUGH CRICKET

EMBARGOED UNTIL 0001 THURSDAY 20 MAY

One million reasons to celebrate *Chance to shine's* fifth anniversary

- *National schools' cricket campaign celebrates five years & 1 millionth child*
 - *Cricket is less elitist and more diverse than in the past, say parents*
 - *Flintoff urges public to "Step up to the Crease!"*

One million school children have now benefited from *Chance to shine* – the campaign to educate children in state schools through cricket - The Cricket Foundation announced today (Thursday 20 May).

England's World Cup winning Twenty 20 squad* included more players educated at state schools than at private schools; despite the state sector still lagging behind independent schools when it comes to offering cricket to pupils.

As it marks the fifth anniversary of *Chance to shine*, the charity also published the results of an online YouGov survey of 993 parents of children aged 8 to 17 which attend state schools. The survey shows that cricket has become less elitist and more ethnically diverse than in the past; with a greater number of girls now being offered cricket at school.

Asked whether 'cricket has become less elitist' than when they were at school, three times as many parents of children at state schools polled agreed or strongly agreed (42%), compared to those that disagreed or strongly disagreed with the statement (13%).

Nearly half of parents (48%) agreed or strongly agreed that 'people from a wider range of ethnic backgrounds are playing cricket more' than was the case when they were at school. A quarter of mums polled (24%) said that cricket is now offered as a team sport to girls at their child's school; twice the number that say the "gentleman's game" was an option for them when they were at school (11%).

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Other highlights from the YouGov survey include:

- Three-quarters of dads surveyed (75%) say cricket was offered to them as a school team sport; compared to 37% who say cricket is now offered at their

child's school;

- Half of parents polled (49%) say that while their child received cricket coaching at school they did not play a single match against another school; although a third of parents from the survey (30%) did say their child plays between one and five internal cricket matches (formal matches between two teams within school);
- The majority of parents surveyed (54%) say that, if it was not already provided, they would like cricket to be an option at their child's school;
- Two thirds of respondents (66%) believed that competitive team sports, like cricket, can improve children's academic results (72% among dads polled);

The main reasons given by these respondents for sport improving their child's grades were: boosted confidence (35%), provided discipline (25%), increased motivation (20%) and improved concentration (11%).

Wasim Khan, Chief Executive of The Cricket Foundation said: "*Chance to shine* has made huge strides over the past five years since it launched; and reaching one million school children is a real landmark for the charity.

"However, as our survey shows, there is still much work to be done and we will continue to strive to bring cricket and its educational benefits to thousands more youngsters in state schools over the next five years and beyond."

Step up to the Crease!

To celebrate *Chance to shine's* fifth anniversary, The Cricket Foundation is launching a public appeal, "Step up to the Crease!", fronted by England all-rounder Andrew Flintoff.

Schools, clubs and the cricket-loving general public across the country will be asked to help raise small amounts for *Chance to shine* over the summer. Non-uniform days, sponsored walks, cricket festivals, match fee donations and cricket tea sales are among the charity's fundraising suggestions for supporters.

The cricket-loving public can also show their support by buying a seat on *Chance to shine's* virtual "Supporters' Stadium" on chancetoshine.org

Andrew Flintoff explained why he is backing *Chance to shine* and the *Step up* appeal: "Cricket in state schools was in real danger of dying out before *Chance to shine* launched in 2005. I believe every child has the right to play competitive cricket at school and to learn skills that they can use throughout their lives.

"Step up to the Crease! is a great way for schools, clubs and cricket fans to do their bit for *Chance to shine* and help sustain this fantastic campaign."

Rachel Sanders, 11, from St Thomas Primary School in Exeter became the one millionth child to take part in a *Chance to shine* session. The school joined the

programme in 2010 and pupils aged eight to 11 are now enjoying weekly cricket sessions from a coach from Exeter Cricket Club.

Chance to shine is one of the biggest school sport development initiative ever undertaken in Britain. In 2010, *Chance to shine* will operate in 3,700 state primary and secondary schools, through 422 clubs across the country, and will give around 400,000 girls and boys the opportunity to enjoy and learn through cricket.

Further information on Step up to the Crease! and on the *Chance to shine* campaign in general can be found at chancetoshine.org

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Notes to editor

- YouGov surveyed online 993 parents of children at state schools, aged 8-17, between 10th-12th May 2010. The full survey is available on request.
- ***Old school ties:** Schools attended by England Twenty20 winning squad

English state schools

James Anderson - St Theodore's Roman Catholic High School, Burnley

Ravi Bopara - Brampton Manor School, London

Tim Bresnan - Castleford Secondary School, Yorkshire

Paul Collingwood - Blackfyne Comprehensive School (now Consett Community Sports College), Durham

Ryan Sidebottom King James Grammar School (now King James' School), Almondbury

Graeme Swann Sponne School, Towcester

James Tredwell Southlands Community Comprehensive, New Romney

Michael Yardy William Parker School, Hastings

English independent schools

Stuart Broad - Oakham School, Rutland

Ajmal Shahzad Woodhouse Grove School, West Yorkshire

Luke Wright Ratcliffe College, Leicester

Irish independent school

Eoin Morgan - Catholic University School, Dublin

South African independent school

Craig Kieswetter - Diocesan College, or 'Bishops', Cape Town

Michael Lumb - St Stithians College, Johannesburg

Kevin Pietersen Maritzburg College, Pietermaritzburg

- A range of PA Photocall images can be downloaded from *Chance to shine's* online image gallery found at www.flickr.com/photos/chancetoshinepix/
- **About *Chance to shine***

Chance to shine is one of the single biggest grass-roots sports development programme ever undertaken in Britain. The campaign, run by independent registered charity The Cricket Foundation, aims to establish regular coaching and competitive cricket opportunities in a third of state schools - 5,200 primary and 1,500 secondary schools - by 2015. To achieve this, £25million needs to be raised through private donors, which the Government has pledged to match-fund. The England and Wales Cricket Board and all the main cricketing bodies support *Chance to shine*, both financially and logistically. Further details on *Chance to shine*, including ways to donate, can be found at www.chancetoshine.org