



KEY MESSAGES

Primary

- 1.** Chance to Shine supported by Brit Insurance is the Cricket Foundation's campaign to regenerate competitive cricket in primary and secondary state schools and to educate two million state school children through cricket by 2015.
- 2.** Team sports - and cricket in particular - can help young people to develop important life skills like being part of a team and learning to lead, discovering how to win, to lose and to cope with setbacks.
- 3.** It costs £5 million each year to run the Chance to Shine campaign - £15 per child. This money is raised through corporate and individual donations which the Government has pledged to match-fund. To make a donation, visit chancetoshine.org
- 4.** In 2010, over 345,356 boys and girls in 3,354 state schools across the country participated in nearly 30,000 cricket matches through Chance to Shine. 45% per cent of the children involved last year were girls.

Secondary

- 5.** Chance to Shine works on a sustainable model which aims to leave a legacy of cricket. Our four key areas for sustainability are: competition, 'migration', teacher delivery and school cricket.
- 6.** Although Chance to Shine may discover the next Andrew Strauss or Charlotte Edwards, its main aim is to help children to enjoy and learn as much as they can from cricket.
- 7.** Cricket can cross every ethnic and social divide. Last year 12% of the children were from ethnic minorities and 5% had disabilities.
- 8.** The campaign is fully backed by all the main cricketing bodies including the ECB, MCC, PCA and The Lord's Taverners.