



Thousands of children to take part in Britain's biggest ever day of cricket in schools

- *4,000 schools register for "Brit Insurance National Cricket Day" – 23 June*
- *Sports Minister Hugh Robertson MP, Governor of the Bank of England Mervyn King and an England cricketer to attend a 'Dream Cricket School'*

Schoolchildren across the country will unite for a day of cricket on 23 June. Nearly 4,000 schools have registered for "Brit Insurance National Cricket Day", part of the 'Chance to Shine' campaign, and are planning cricket-themed lessons in class, coaching in the playground and competitions at local cricket clubs.

Chance to Shine is the biggest grass-roots sport for development programmes ever undertaken in Britain. The scheme, run by the Cricket Foundation charity, helps link cricket clubs to local state schools and aims, initially, to reach two million children in a third of state schools by 2015.

Brit Insurance National Cricket Day will see beach tournaments held in Brighton and Cornwall and tape-ball cricket competitions in London housing estates; while schools as far afield as Afghanistan, Australia and Japan are joining in the celebration of cricket.

Governor of the Bank of England, **Mervyn King**, is President and co-founder of Chance to Shine who helped launch the campaign in 2005. He said, "June 23rd will be the biggest festival of cricket ever held in Great Britain. It's a day on which we hope that the qualities engendered by cricket can extend beyond the cricket pitch and into the classroom."

King himself will be part of a 'Dream Cricket School' in London and will assist in a cricketing maths lesson, while a member of the **England Cricket Team** takes a P.E. class. Minister of Sport and The Olympics, **Hugh Robertson**, will speak at a cricket-themed school assembly and other celebrity cricket fans will cover cross-curricular cricket classes at Johanna Primary School, near Waterloo.

The charity behind Chance to Shine has devised special cricket-themed lessons to give the Curriculum a cricketing twist. For example, children will learn the difference between acute and obtuse angles in Maths through a range of cricket shots, or identify the cricket playing counties in Geography. The charity's web-based resource, "CricEd" (www.criced.org), covers citizenship, humanities, literacy and numeracy.

There will be a series of flagship events at schools nationwide*, from Cardiff to Durham, where high profile cricket ambassadors will be going back to school for the day. Abroad, the Afghan Connection charity will help give the day an international feel by organising a girls' cricket camp in Mazar-i-sharif, North Afghanistan on 23 June; while Willmott Park Primary School in Victoria, South Australia is also getting involved with indoor cricket and classroom activity despite it being the football season Down Under.

Over in Japan, the Japan Cricket Association will be working with young groups of children on cricket skills in Sano, the home of cricket in Japan, on Brit Insurance National Cricket Day. The JCA runs an initiative called 'Cricket for Smiles' which, like Chance to Shine, encourages more youngsters to play cricket. One of their aims is to go into areas of Japan worst affected by the March earthquake and deliver cricket equipment and resources to those who have lost everything.

Back home, Chance to Shine will once again receive support from the England and Wales Cricket Board, Marylebone Cricket Club and the Professional Cricketers' Association, as the cricket community gets behind the day. Chance to Shine is also backed by England captain **Andrew Strauss** who spoke passionately about the charity and the educational benefits of cricket:

"There's so much about cricket that prepares you for life: working in a team, communicating with other people, getting out and being active and learning how to win and how to lose.

"So many kids these days don't have the opportunity to play cricket in their schools. Chance to Shine has enabled over a million children to play who wouldn't have otherwise played in the last six years. Ultimately, that's where the next generation of England cricketers is going to come from."

Wasim Khan, Chief Executive of the Cricket Foundation added: "Across Britain, cricket will unite children and teachers, clubs and schools on 23 June. Brit Insurance National Cricket Day is a great opportunity for us to celebrate the achievements of Chance to Shine which has had an impact on so many young lives over the past six years."

Further details of can be found at www.ncd.chancetoshine.org

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Notes to editors

* Flagship Brit Insurance National Cricket Day events on Thursday 23 June:

Area	Name of school/venue	Address of school/venue	Timing
Birmingham	Hollywood Primary School	Pickenham Road, Birmingham, B14 4TG	10am-12pm
Brighton	St. Margarets, Patcham, St Luke's and Mile Oak schools/ Beach cricket @ Yellowave Beach Sports Venue	299 Madeira Drive, Brighton, BN2 1EN	10am-2pm
Bristol	Two Mile Hill Primary School	The Kingsway, Kingswood, Bristol, BS15 8AA	10am-12pm
Cardiff	Tyn Y Wern School	Heol y Ysgol, Trethomas, Caerphilly, CF83 8FL	10am-12pm
Chelmsford	Chelmer Valley High @ The Ford County Ground	New Writtle Street, Chelmsford, CM2 0PG	3pm-5pm
Cornwall	Schools beach competition @ Perranporth Beach	Beach Road, Perranporth, Cornwall TR6 0JL	2pm-5pm
Durham	Neville's Cross Primary School	Relly Path, Durham, DH1 4JG	10am-12pm
Leeds	Greenside Primary School	Chapelton Greenside, Pudsey, LS28 8NZ	10am-12pm
London	Dream Cricket School @ Johanna Primary School	Johanna Street, Lower Marsh, London, SE1 7RH	10am - 2pm
Manchester	The Heys Primary	Whiteacre Road, Ashton-under-Lyne, Tameside OL6 9NS	10am-12pm

About 'Chance to Shine supported by Brit Insurance'

'Chance to Shine supported by Brit Insurance' links nearly 4,000 schools to 500 local cricket clubs, through County Boards. In 2011, around 400,000 boys and girls will take part in the programme. Qualified cricket coaches will provide up to 280 hours coaching and competition to a cluster of eight primary and two secondary schools. Chance to Shine projects receive a maximum of five years funding to achieve a level of sustainable, competitive cricket. Great emphasis is placed on competition, the 'migration' of children from schools to clubs and teacher training to ensure that cricket cultures continue in schools post Chance to Shine.

The Chance to Shine programme costs £5million each year to run, an average of £15 per child. To date, the Cricket Foundation has raised £21 million in funds privately through individual donors, corporate partnerships, Trusts and Foundations. The England and

Wales Cricket Board provides an annual donation of £1million and the Government, through Sport England, has provided an additional £12.5million funding to support Chance to Shine.

About Brit Insurance

Brit Insurance is an international general insurance and reinsurance group specialising in commercial insurance. The Group writes a diverse portfolio of insurance and reinsurance offering worldwide protection. The scope is wide-ranging: from sole traders to the largest multinational corporations; from manufacturers to professional services; from shops to satellites. In 2010 Brit Insurance became team sponsor of the England cricket teams and principal partner of Chance to Shine, adding to its cricket sponsorship portfolio.