



Brit Insurance and Chance to Shine form new partnership

The Cricket Foundation announced today (25 May) that Brit Insurance has signed a four year partnership in support of Chance to Shine. Brit Insurance will support the charity's ten-year campaign to educate through cricket two million children in a third of state schools by 2015. From today, the core campaign will be referred to as 'Chance to Shine supported by Brit Insurance'.

The Cricket Foundation's National Cricket Day – a day of cricket-themed activity in hundreds of schools across the country on 23 June – will become "Brit Insurance National Cricket Day". Over 1,000 schools were involved last year and pupils from Newcastle to Newquay will once again take cricket from the playground to the classroom.

Brit Insurance will donate the England Team mascots for all international matches. Boys and girls from local state schools across the country will enjoy the unique experience of joining the captains on the field for the coin toss.

The impact of Chance to Shine in communities nationwide will be recognised annually at The Brit Insurance Achievement Awards which this year takes place on the 12 October at Lord's.

Wasim Khan, Chief Executive of The Cricket Foundation said: "Now is an ideal time, halfway through the Chance to Shine campaign, to partner with Brit Insurance as they continue to build their involvement within the world of cricket.

Chance to Shine is starting to make a real impact, creating sustainable cultures and reviving cricket in thousands of state schools nationwide and the support of Brit Insurance will help us achieve our aims to help educate through cricket two million children in state schools 2015."

Dane Douetil CBE, Group CEO at Brit Insurance said: "As a major supporter of cricket in the UK we are committed to the game at all levels to allow people from diverse cultures and backgrounds to get involved. Our existing profile and involvement in the game supported our decision to create a partnership that uses cricket as the catalyst to make a positive difference in our local communities".

Chance to Shine supported by Brit Insurance is one of the biggest school sport development initiatives ever undertaken in Britain. Last week, The Cricket Foundation marked its fifth anniversary and the one millionth child to benefit from their £50million programme.

In 2010, Chance to Shine will operate in around 4,000 state primary and secondary schools, through 422 clubs across the country, and will reach over 400,000 girls and boys. Further details on the campaign can be found at www.chancetoshine.org

For more information please contact:

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Notes to editor

- A range of PA Photo call images can be downloaded from Chance to Shine's online image gallery found at www.flickr.com/photos/chancetoshinepix/

- **About Chance to Shine supported by Brit Insurance**

Chance to Shine supported by Brit Insurance 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 including ways to donate, can be found at www.chancetoshine.org

- **About Brit Insurance**

Brit Insurance is an international general insurance and reinsurance group specialising in commercial insurance. The Group writes a diverse portfolio of over 70 classes 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, adding to its cricket sponsorship portfolio which also includes Surrey County Cricket Club, the Brit Insurance Oval and the Test Match Grounds.