



## **Britain's school children to have their Chance to Shine on Brit Insurance National Cricket Day**

Thousands of school children will take part in a day of cricket activity, in classrooms and playgrounds across Britain, on Wednesday 23 June for Brit Insurance National Cricket Day. England cricketers Alastair Cook, Charlotte Edwards, Graham Onions and Matt Prior will support flagship events on the day.

The national event aims to raise awareness of, and funds for, 'Chance to Shine supported by Brit Insurance', The Cricket Foundation charity's campaign to educate two million children through cricket by 2015.

Pupils from Newcastle to Newquay will take part in cricket classes, break-time batting and bowling and extra-curricular cricket competitions. Hundreds of primary and secondary schools will take part in this year's event.

The charity 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 country's cricket playing counties in Geography. The charity's web-based resource, "CricEd", covers citizenship, humanities, literacy and numeracy.

Brit Insurance National Cricket Day will also provide a focus for The Cricket Foundation's 2010 public appeal, "Step up to the Crease!". The charity is calling on schools, cricket clubs and the cricket-loving public to raise small amounts for Chance to Shine through fun, cricket-themed fundraising activity. Non-uniform days, cricket teas, cake sales, match-fee donations and fancy dress cricket matches are among the suggestions for schools and clubs.

Wasim Khan, Chief Executive of The Cricket Foundation said: "Brit Insurance National Cricket Day is the perfect way for schools, clubs and cricket fans to show their support for Chance to Shine and our "Step up to the Crease!" appeal. It's a day for cricket lovers to unite for the good of cricket in this country."

England spinner and ICC World Twenty 20 champion, Graeme Swann, took part in last year's National Cricket Day at Jesse Gray Primary School in Nottingham. He said: "I've seen at first hand the positive effect that National Cricket Day can have on a school. The sheer enthusiasm of children taking part last year was fantastic to see and it was a joy to pass on a few tips and tricks."

The Cricket Foundation will hold a series of flagship events across the country\* attended by high profile cricket ambassadors. The charity will join forces again with the England and Wales Cricket Board, Marylebone Cricket Club, The Lord's Taverners and Professional Cricketers' Association, as the whole cricket community gets behind Brit Insurance National Cricket Day.

Following the success in 2009, a beach cricket tournament will take place again on Perranporth Beach in Cornwall. The Cricket Foundation and MCC are also teaming up for an MCC Spirit of Cricket video competition. Pupils can win tickets to the MCC Spirit of Cricket Pakistan v Australia Test match at Lord's (14 July) and places to play on the hallowed turf during the tea break, by capturing on film the 'play hard, play fair' message of MCC Spirit of Cricket.

Chance to Shine is one of the biggest school sport development initiative ever undertaken in Britain. This year it marked its fifth anniversary and the one millionth child to benefit from the £50million campaign.

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 Chance to Shine, including how to get involved in *Step up to the Crease!* and the MCC Spirit of Cricket video competition can be found at [chancetoshine.org](http://chancetoshine.org)

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## Notes to editors

- \* Flagship Brit Insurance National Cricket Day events on Wednesday 23 June:

Area	Name of School	Address of school	Confirmed ambassador
Birmingham	Prince Albert Junior & Infant School	Albert Road, Aston, Birmingham, B6 5NH	Gladstone Small
Bristol	St Werburghs	James Street, St Werburgh's, BS2	Alastair Cook Charlotte Edwards

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Cardiff	Melin Gryffydd Primary School	Whitchurch, Cardiff, CF14 1NL	Mike Powell
Cornwall	Beach Cricket (joint Cricket Foundation/MCC event)	Perranporth beach, Beach Road, Perranporth, Cornwall TR6 0JL	Caroline Atkins Nick Compton
Darlington	North Road Primary School	Pendleton Road South, Darlington, DL1 2HF	Graham Onions Danielle Hazell
Leeds	Burley Matthias' CofE Primary School	Burley Road, Leeds, LS4 2HY	Katherine Brunt Adil Rashid
London	Johanna Primary School	Johanna Street, Lower Marsh, London, SE1 7RH	Matt Prior
Manchester	All Hallows Secondary	Weaste Lane, Salford, Manchester M5 5JH	TBC
Nottingham	Milford Hall Primary School	Dungannon Road, Clifton Estate, Nottingham, NG11 9BT	Jenny Gunn Chris Read
Winchester	Kings Worthy Primary School	Church Lane, Kings Worthy, Winchester S023 7QS	Dominic Cork Lydia Greenway

- A range of images can be downloaded from Chance to Shine's online image gallery found at [www.flickr.com/photos/chancetoshinepix/](http://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 programmes ever undertaken in Britain. The campaign, run by independent registered charity The Cricket Foundation, aims to educate through cricket two million children and 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, through Sport England, has pledged to match-fund. The charity receives financial and logistical support from the England and Wales Cricket

Board, Slazenger, The Lord's Taverners and Marylebone Cricket Club. Further details and ways to donate can be found at [chancetoshine.org](http://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.