



## **THE GREAT EXHIBITION: Q&A**

### **1. What is the Great Exhibition?**

'The Great Exhibition' is the ECB campaign to promote the exciting, action-packed season of cricket taking place in England and Wales in 2009.

From April to September all players, all formats and all fans of cricket will come together to enjoy an unprecedented festival of international, domestic and community cricket events.

Cricket fans will be able to enjoy over 500 domestic fixtures, including the LV County Championship, Friends Provident Trophy, Twenty20 Cup and NatWest Pro40.

There are 15 NatWest ODIs - 10 for England men and 5 for England Women – plus two NatWest T20 Internationals against Australia.

In total, there are 8 npower Test Matches, 2 against the West Indies, 5 Ashes Tests and one Women's Ashes Test.

In the middle of the Summer, England will host the ICC WorldTwenty20 which pitches nation against nation and will be the first ever ICC tournament where the men's and women's tournaments will run simultaneously with the Final played on the same day at Lord's on Sunday, June 21.

In addition, there will be thousands for recreational matches taking place all across the country.

### **2. What is the inspiration for the new logo?**

The dynamic "Wagon Wheel" graphic that symbolises The Great Exhibition is designed to be immediately recognisable to cricket fans while also being a contemporary logo that will attract new people into the sport and reflect the diverse range of cricket on offer.

The official Wagon Wheel that will represent The Great Exhibition throughout all of The ECB's communications was inspired by Kevin Pietersen's awesome 158 innings at the Brit Oval in 2005, which memorably helped England to clinch the Ashes.

### **3. What's happening apart from the games themselves?**

Our aim this year is to bring fans and families even closer to the action and give them the opportunity to be involved during this great Season, even if they can't get to the games.

To help fans get together to enjoy the Ashes Series, we're joining up with npower to create npower Cricket in the Park, a series of outdoor events in Cambridge, Derby, Liverpool, Southampton and London.

These unique events will give anyone who isn't lucky enough to have a ticket for the npower Ashes, the opportunity to enjoy the action on giant screens in a festival atmosphere in some of the country's great public spaces. With fully stocked picnic hampers at the ready, fans and families attending Cricket in the Park will be able to watch the action and get some coaching tips from the Sky Sports coaching zone. Fancy dress competitions, the Sky Sports interactive coaching zone and special player appearances are just some of the other exciting activities planned that are guaranteed to make Cricket in the Park one of the 'must do' events of the summer.

We also want to capture fans' thoughts about the great game of cricket this year, so the "Twelfth Man Van" will be touring some of the biggest cricket fixtures of the summer.

From the serious to the sublime, the van will capture fans' thoughts, songs and impressions on video, and the best will be given pride of place on the ECB website and played on the big screens at the Test grounds. The Twelfth Man Van will also encourage fans to join the ECB's Twelfth Man club, helping them get closer to the England team.

#### **4. What will be The Great Exhibition's legacy?**

The ultimate aim of The Great Exhibition is to use this year's fantastic calendar of fixtures to bring more people into cricket and to keep them involved.

We want cricket to be part of everyone's Summer, not just in 2009 but beyond. By going to a domestic or international game, watching on TV, listening to radio coverage or via the ECB website, Twitter, Facebook or YouTube channels for updates on the latest cricket news and information. Even if you just pick up a bat and ball and play with the kids in the garden or local park, you are part of The Great Exhibition.

Once we've captured people's imaginations we will be aiming to encourage more people to become involved in playing, coaching or volunteering at the grass roots level, and supporting England through the Twelfth Man membership.

#### **5. What opportunities will The Great Exhibition offer to young players and newcomers to the game?**

This summer, hundreds of ASDA Kwik Cricket events will take place around the country. These will enable over 25,000 youngsters to start enjoying the game and provide a first step on what we hope will be a lifetime of passion for cricket, whether they become the next Freddie Flintoff or simply enjoy playing for the love of the game.

For budding cricket stars, the Sky Sports Coaching Zone at each npower Cricket in the Park event will provide established players and newcomers to the game with the chance to see their actions on screen and get some valuable coaching tips from professional coaches, comparing their technique with professional players.

## **6. How can fans get the most up to date information on what's happening with the England Cricket teams?**

Twelfth Man, the England fans service ([www.ecb.co.uk/twelthman](http://www.ecb.co.uk/twelthman)), will provide the most up to date information on team selection, news and scores, along with additional online content including match highlights, player interviews, behind the scenes information and unique 'money can't buy' prizes.

In addition to the content on the ECB website, fans will also be able to follow the action through official ECB Twitter, YouTube and Facebook channels, so there really will be no excuse for being out of touch!

## **7. How is the ECB planning to capitalise on the fantastic success of the England Women in the World Cup?**

Many of the players who won the World Cup this year were enthused by their heroines who won the World Cup at Lord's in 1993. Girls who know Charlotte Edwards and Claire Taylor and want to emulate them have never had a greater opportunity to play cricket than now.

There are more women's and girls' sections in clubs across the country and more girls playing at school thanks to Kwik Cricket.

Today, the ECB will announce a 49% increase in women and girls cricket and the ECB is committed to promoting the Women's NatWest Series and npower Test Match against Australia this summer, and their participation in the ICC World Twenty20.

## **8. How will The Great Exhibition benefit the domestic game and County Clubs?**

The ECB will be working closely with each of the County Clubs this season to encourage fans to get involved in domestic cricket.

We are planning to roll out a series of promotions around each of the domestic competitions, giving existing and new fans a real incentive to get along to their local club to enjoy cricket in all its formats.

## **9. Where can I get all the detail on The Great Exhibition?**

Log on to [www.ecb.co.uk/tge](http://www.ecb.co.uk/tge) for full details on all the fixtures, events, competitions and other ways to get involved in cricket in 2009 and for the future.