



## **PRESS/MEDIA RELEASE**

**Issued by England Cricket Association for the Deaf**

27/10/2014

**For immediate circulation**

### **England Cricket Association for the Deaf seek Lions Team Sponsor**

**The England Cricket Association for the Deaf (ECAD) are looking for a sponsor their Lions team for the 2015 season.**

The ECAD Lions team feeds directly into the England Deaf national team and currently players have to pay all their own expenses to take part in training and matches, which is making development in young players all the more difficult.

Being a national level team, players are also currently expected to travel for training and matches, however many are finding it financially unable to do so. A team sponsor or sponsors would allow more Deaf players to be available for the Lions team, thus joining the pathway into the England Deaf team.

Speaking about the need for a sponsor, team manager Darren Talbot said: "Talent ID in Deaf cricketers is a challenge in itself. Once we have identified who we believe to be the right players, we are then being further hamstrung by their unavailability for training and matches"

"A sponsor for the Lions team would simply make a significant difference to the further progress of Deaf young cricketers in the UK."

Deaf cricket has made major progress over the past 12 months with two county teams - Surrey and Lancashire, now formed, and the staging of first ever county v county deaf cricket fixtures in the inaugural ECAD T20 tournament back in July.

A new website - [www.englanddeafcricket.co.uk](http://www.englanddeafcricket.co.uk), has been launched recently, and a development programme is also being implemented this autumn and winter to further strengthen the pathway from Deaf cricketers into County, Lions and ultimately England Deaf cricket.

Darren added, "There are many benefits that businesses and companies can look forward to enjoying from sponsoring the ECAD Lions. We would love to hear from any interested parties and welcome the opportunity to discuss how they can play their part alongside our plans and challenges.

For further details on sponsoring and supporting the ECAD Lions, contact Darren Talbot on 07912 873591 or via email at [darren@englanddeafcricket.co.uk](mailto:darren@englanddeafcricket.co.uk).

## **NOTES TO EDITORS/REPORTERS**

- England Cricket Association for the Deaf, a registered charity for hearing impaired cricketers
- Additional photos and logos are available upon request.
- For further information on all activities of England Deaf Cricket, go to [www.englanddeafcricket.co.uk](http://www.englanddeafcricket.co.uk) or please refer to the contact persons below:

## **CONTACTS**

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