



ASDA is delighted to support Kwik Cricket



ASDA, Britain's lowest priced supermarket, is supporting the ECB in its premier junior cricket programme, Kwik Cricket. Enjoyed by schools through England, Scotland and Wales, it plays an important role in the development of players' skills as well as being a great way to keep children fit and healthy.

A new partnership at the wicket

ASDA has an exceptional reputation amongst families and the communities. By linking ASDA stores, local schools and the cricket counties' own development managers, ASDA is looking to help strengthen its community commitment as well as increase participation in Kwik Cricket.

Great for cricket, great for kids

Kwik Cricket is an organised, competitive structure played by thousands of schools. In 2006, nearly 10,000 schools and 100,000 children will participate in a competition involving local, county and regional competitions, culminating in the final at Trent Bridge on July 18th.

During the lunch interval, you can see boys and girls from local schools having great fun playing Kwik Cricket.



The new face of Kwik Cricket

As well as a new partner, ASDA is delighted to welcome 'Freddie' Flintoff as the new face of Kwik Cricket. Recognised as the best all-rounder in the world, we could do no better than ask England's current captain to lead this year's partnership.



"Kwik Cricket is a great way to introduce kids to cricket, and keep them fit and healthy. I'm delighted to add my support" Freddie Flintoff

If you want to find out more about Kwik Cricket and how your school can be involved, telephone for 0800 214 314 or visit ecb.co.uk