

Npower Supports Cricket in the City



Released on: August 16, 2011, 2:33 pm

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Industry: [Sports](#)

In support Cricket in the City in Birmingham, Test Series sponsor npower will be bringing its Urban Cricket to Victoria Square.

A scheme to encourage grass roots cricket and get children playing the game, [Urban Cricket](#) is now in its fifth year. As part of the scheme, five dedicated Urban Cricket facilities were opened across the country - including one in Highgate Park in Birmingham which was opened in 2008.

Birmingham City Council, working in partnership with Warwickshire Cricket Board, regularly uses the facility to run cricket coaching programmes for local schools.

npower will bring Urban Cricket to the city centre as part of the Cricket in the City event, with a giveaway of hundreds of cricket kits, including a bat and ball.

Clare McDoughall, Education Programme Director at [npower](#), said: "Initiatives like Urban Cricket are essential to get more young people interested in playing cricket. It's easy to learn, anyone can have a go and you don't need expensive equipment."

Urban Cricket is a national project run in conjunction with ECB, which launched in 2006 with a clear goal to get more children playing cricket. The scheme has also been responsible for the development of 5 purpose built cricket facilities across UK, those being in Brixton in London, Abbeyfield Park in Sheffield, Highgate Park in Birmingham, King Edward in Nottingham and Bignor Playing Field in Manchester.

About npower:

npower is one of the UK's largest [energy suppliers](#) and has 6.6 million customer accounts across the UK.

npower has been awarded platinum status in Business in the Community's CR Index and is one of twenty-nine companies to have achieved the CommunityMark since its launch. All CommunityMark achievers have been recognised for demonstrating excellence in their holistic and strategic approach to community investment.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)