



The Hundred partners with Topps to create new trading card game

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The Hundred today announced a new partnership with Topps to produce a bespoke trading card game, Cricket Attax, around the inaugural cricket competition, which starts in July.

Topps, which has previously worked with iconic brands such as UEFA, WWE, Star Wars, Trolls, Minions and SpongeBob, will produce cards featuring every player from the eight new men's and women's teams in The Hundred. This is the first time that Topps has created an English cricket collection. The

agreement sees Topps become an official licensee of The Hundred.

Each player's card will feature a series of attributes, ranked between one and 100 depending on their relative skill level, enabling fans to play against each other with cards they collect. The cards use statistics to create a fun and educational game, enabling the development of maths and social skills as well as introducing kids to negotiation and bartering.

Card packs will go on sale this spring, with participants in Dynamos Cricket – the ECB's new participation programme for 8-11-year-olds – receiving three cards each week as part of their involvement, featuring an equal split of men's and women's players across the eight-week programme.

An estimated 1.5 million children in the UK are collectors of existing Topps card ranges, making Cricket Attax the perfect way to engage our Dynamos audience with the teams and the star players in The Hundred.

Sanjay Patel, managing director of The Hundred, said: "We're thrilled to be partnering with Topps to create a fun new product that will enable us to reach young people in an exciting and innovative way." "We have an incredible group of players signed up to play in The Hundred this year and it's great that they'll be immortalised through trading cards.

"The players will provide the explosive entertainment on the field this summer and fans will be able to harness their heroes' skills to win games against each other away from the grounds as well."

David Leiner, Global President of Topps Sports & Entertainment said: "It is great to be launching our latest trading card game in partnership with the first year of The Hundred. We're also very excited to be linked with Dynamos with our unique offering."

Tickets are now on sale for The Hundred through a priority ticket window which is open to all signed up to thehundred.com until 28 Feb. Tickets for under 16s £5 for any match, with a family of four able to attend from £26. Most adult tickets are £30 or less.

For more information and to sign up for priority tickets for The Hundred, visit thehundred.com.

ENDS

NOTES TO EDITORS

Topps trading card game

Fans will be able to purchase Game Packs with an exclusive Team Specific Limited Edition for £10 and individual packs of cards, priced at £1 each. All products will feature both men's and women's squads. Products will be available in Club Stores and online at [Topps.com](https://www.topps.com) and [TheHundred.com](https://www.thehundred.com).

Cards will feature players who are contracted to The Hundred at time of printing, with a 'top-up set' due to be released closer to the competition for new signings and to include the Vitality Wildcard players.

The Hundred

The Hundred is an action-packed, unmissable new 100 ball cricket competition that will put you on the edge of your seat. Taking place in summer 2020, the competition aims to grow the game and everyone is invited.

Featuring world-class players and homegrown talent, the eight brand new city-based women's and men's teams will compete over five weeks every summer (17 July – 15 Aug 2020), with both competitions running side-by-side.

For the latest news and priority access to tickets visit thehundred.com and follow us on Instagram [@thehundred](https://www.instagram.com/thehundred)

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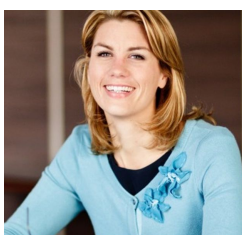
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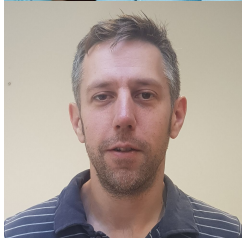


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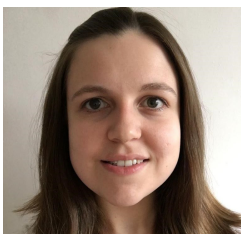
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