ECB

LV= WE ARE ENGLAND CRICKET OFFICIAL PARTNER

LV= INSURANCE TEST SERIES

LV= INSURANCE

COUNTY CHAMPIONSHIP est. 1890

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ECB and LV= General Insurance launch multi-year partnership

- **LV= General Insurance to become the title partner for England Men's and Women's domestic Test Series – including the 2023 Ashes Series – and the County Championship for the next three years**
- **Today's announcement follows last November's launch of #Funds4Runs, a £1million joint investment between the ECB and LV= General Insurance to support focus areas of the grassroots cricket community impacted by COVID-19**
- **New partnership continues LV= General Insurance long-standing association with cricket, which stretches back almost 20 years**

The England and Wales Cricket Board (ECB) is today announcing a major long-term partnership with LV= General Insurance (LV= GI) across international and county red-ball cricket in England & Wales.

The deal sees LV= GI become Official Title Partner of Men's and Women's Test Cricket in England & Wales, and the men's County Championship, until the end of 2023.

From today, tickets go on general sale for the first ***LV= Insurance Test Series,*** which will see Joe Root's England Men's team take on India in August and September this year.

The highly-anticipated series will feature five ***LV= Insurance Test Matches*** at Trent Bridge, Lord's, Emerald Headingley, the Kia Oval and Emirates Old Trafford.

The ***LV= Insurance County Championship*** will get underway on April 8 in a remodelled three-group format as agreed by the 18 first-class counties to help mitigate against the possible impact of COVID-19.

This new partnership expands LV= GI's commitment to cricket in England and Wales following the recent launch of the £1million #Funds4Runs initiative – jointly funded with the ECB – which is helping those recreational cricket communities most impacted by the pandemic recover financially.

#Funds4Runs was launched in November 2020 and focuses on the main areas where access to cricket support or cricket itself has been limited, including children from deprived backgrounds, diverse communities, disability groups and women and girls' programmes.

The initiative, and LV= GI's support, will also help deliver against three wider ECB objectives – delivering the purpose of 'connecting communities and improving lives' through cricket, increasing the relevance of cricket locally and growing long-term engagement with the game in these communities.

Financial support from the initiative will be accessible to affiliated clubs, All Stars cricket centres, Community organisations, County Cricket Boards and Cricket Wales. Interested parties can register their interest in #Funds4Runs funding at ecb.co.uk/funds4runs or find out more information at

lv.com/gi/cricket.

The partnership also marks a return to professional cricket in England and Wales for LV= GI, which has a longstanding heritage and association with the sport. LV= GI's involvement dates back almost 20 years to 2002 and includes three separate stints as title partner of the County Championship – most recently from 2007-15 as the LV= County Championship.

Tickets for this summer's ***LV= Insurance Test Series*** against India have been highly sought after with many fans already snapping up tickets through venue ballots and by rolling over their tickets from last summer. LV= GI will also be giving cricket fans the chance to win tickets through competitions and money-can't-by experiences.

Heather Smith, Managing Director at LV= GI, said: "As a business we've got a strong heritage in cricket going back almost 20 years and this partnership with the ECB gives us a fantastic opportunity to build on what we've done already and deepen relationships across all forms of cricket.

"We understand the importance of supporting local communities and the launch of #Funds4Runs, to help grassroots cricket clubs to get back on their feet during this awful time, was a proud moment and this longer term partnership will give us the opportunity to support cricket at all levels.

"Domestic Test and County cricket has seen some truly historic moments in recent history, so to be a part of this over the next three years is very exciting. Away from the professional game, we also want to help strengthen cricket communities across the UK, and our values around supporting communities closely align with those of the ECB."

ECB Chief Executive, Tom Harrison, said: "LV= has a long and proud history of supporting cricket and their return as a partner will benefit all levels of our game. The strength of our partnerships are vital and in LV= I know we have a partner that shares our ambition to support the growth of cricket from grassroots to our England teams.

"Today's announcement is great news for domestic and international cricket and builds on the £1million #Funds4Fund community initiative that we have jointly made with LV= to support areas of the recreational game hardest hit

by COVID-19.

“We are excited about the prospect of a summer of cricket that will feature the return of the LV= Insurance County Championship as well as a highly-anticipated LV= Insurance Test Series against India. We know how much our fans are looking forward to a summer of cricket and we continue to work closely with Government and plan for how we can safely welcome supporters back to our venues.”

England Men’s Test captain, Joe Root, said: “LV= has been a strong ally of cricket for as long as I can remember and it is great to have them back as a partner.

“From a personal point of view when I was starting out in county cricket I was lucky enough to be awarded the 2012 LV= Breakthrough Player of the Year, which was made even more significant because LV= donated money to my home club in Sheffield as well as the Yorkshire Cricket Foundation.”

Heather Knight, captain of the England Women’s Test team, said: “It’s great to be able to welcome back LV= to the cricket family. The next few years promise to be an exciting time for women’s cricket and to have a partner such as LV= who are committed to investing in all areas of the game is great news.”

For more information on LV=’s wide-ranging partnership with the ECB head to lv.com/gi/cricket

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NOTES TO EDITORS:

About Liverpool Victoria General Insurance

- LV= General Insurance provides car, home, pet, travel, landlord breakdown and home emergency insurance to over 7 million customers in the UK.
- We're the UK's third largest personal lines insurer with just over £2 billion in annual premium income.
- We offer our products and services directly to consumers as well as through intermediaries, including brokers, affinity partners and IFAs.
- LV= General Insurance uses the LV= brand under licence from the Liverpool Victoria Financial Services Group and the L&G brand under licence from the Legal & General Group.
- We are part of the Allianz Group, one of the world's leading insurers and asset managers with more than 92 million retail and corporate customers.
- The LV= General Insurance newsroom includes links to our news release archive and image library.
- For an introduction to what we do and how we do it, please click here.
- Follow us on twitter: https://twitter.com/lv
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About ECB

ECB is the national governing body for cricket in England and Wales. It is dedicated to supporting the game at every level, from our international teams, the First Class Counties and domestic cricket through to disability cricket, grassroots clubs, schools and junior cricket and recreational programmes.

Last year ECB launched Inspiring Generations, a game-wide strategy to grow cricket in England and Wales from 2020-24. The five-year plan sees the whole game united behind a clear purpose: to connect communities and to

inspire current and future generations through cricket.

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