



Jun 17, 2025 09:58 BST

ECB and Remitly partner to champion inclusion and celebrate cultural connection through cricket

- The partnership supports England teams and will go further to support the South Asian Cricket Academy (SACA), championing greater inclusion and opportunity within the sport.

The ECB is pleased to announce a new, multi-year partnership with [Remitly](#), a trusted provider of digital financial services. The collaboration launches during a summer marked by the highly anticipated Men's, Women's and Disability series against India and a thrilling line-up of fixtures featuring

teams from across the global cricketing community.

The partnership reflects Remitly's growing investment in the UK and its commitment to promoting trust, relevance and representation among the communities it serves.

Cricket is more than a game, it is a cultural cornerstone for many across the millions who use Remitly to send money to loved ones around the world. As the second largest sport in the world, with over 13 million cricket fans across the UK, the sport resonates strongly across the South Asian, African and Caribbean diaspora. For Remitly, the partnership provides an ideal platform to connect with these diverse and passionate audiences.

"This partnership goes far beyond visibility, it's about showing up in spaces that truly matter to our customers," said Rina Hahn, CMO at Remitly. "Cricket unites communities, crosses borders, and brings generations together. Just like our customers, it carries history, identity, and aspiration. We're honoured to play a role in building a more inclusive game and a more connected world."

"The ECB is proud to partner with Remitly in our efforts to grow the game in an inclusive and equitable way," said Alex Perkins, Commercial Director at the ECB. "Together, we are investing in programmes and pathways that ensure cricket is truly a game for everyone."

SACA was set up by Co-Founder and Managing Director Tom Brown in 2020, after studying a PhD at Birmingham City University that included in-depth research into the under-representation of British South Asians in professional cricket. It offers South Asian cricketers aged 18 or older the opportunity to play and train – for free. The academy is a non-profit and the players don't have to pay anything to be part of it. Now partnered with and part-funded by the ECB, its expansion incorporates four hubs across the country, with promising young cricketers given the opportunity to train up to three times a week in the winter and the opportunity play against county second XIs in a packed summer of fixtures.

Tom Brown added: "Support from partners like Remitly helps turn potential into progress. It's about making sure that young people from all backgrounds can see a future for themselves in cricket – and seize it."



Contacts



Chris Tuttlebee

Press Contact

Corporate Communications Lead

chris.tuttlebee@ecb.co.uk

+44 (0)7824 551713