



Jun 14, 2024 10:00 BST

ECB and SunGod announce multi-year partnership

The England and Wales Cricket Board (ECB) and SunGod have today announced a new partnership which sees the British performance eyewear brand become the Official Sunglasses Supplier of the ECB. As an official supplier, SunGod will support the players with market-leading eyewear on and off the field, and will also work with the teams to create a Limited Edition England Cricket sunglasses collection. This will launch later this summer, allowing fans to show their support for the team.

SunGod will supply England Men's, Women's and Disability teams with

performance eyewear, offering them enhanced visual clarity, 100% UV protection and ultra-flexible frames. The brand's award-winning sunglasses will offer the highest level of performance and comfort for players, as the teams head into a summer of highly competitive cricket. In the coming months, England fans will be able to get their hands on Limited Edition Official England Cricket sunglasses, which will be available through SunGod's online store. Fans can follow SunGod's social media to hear about the launch later this summer.

Founded as a challenger brand in 2013, SunGod has grown into a globally recognised performance eyewear business. As a certified B Corp™ and 1% For The Planet member, with carbon-neutral products and operations, SunGod puts people, planet, and profit on equal footing. Uniquely, the brand also designs and supplies eyewear to some of the biggest performance-sports teams in the world, including McLaren F1 team and INEOS Grenadiers.

Alex Perkins, Commercial Director at the ECB said, "We are delighted to agree this new partnership with SunGod. We look forward to working with them, as an Official Sunglasses Supplier, to create an officially licensed range for England fans, giving them the opportunity to get their hands on the same products that they see their favourite players wearing on the pitch."

David Rogal, Partnerships Director at SunGod said, "This partnership is incredibly exciting as it means the opportunity to develop our product offering even further with the support and feedback of some of the world's best athletes on-field. The heritage of the sport, and how deeply ingrained it is in the British sporting calendar every summer also presents an opportunity for SunGod to connect with a huge number of fans on a new level."

The Limited Edition SunGod x England Cricket collection will be available on [SunGod's website](#) later this summer. England fans can subscribe to SunGod's mailing list at www.sungod.co to hear about the release ahead of the crowd.

-ends-

Notes to editors

About SunGod

[SunGod](#) is a British performance eyewear brand with a simple mission: See Better. Through their lenses, through their actions and through doing business better.

Founded as a challenger brand in 2013, SunGod has grown into a globally recognised performance eyewear business, that is performance-driven, community-built, and sustainable to the core. SunGod eyewear is worn by elite athletes and teams around the world, and SunGod's partners - who range from World Tour cycling team INEOS Grenadiers, to iconic mainstream sports teams such as the San Diego Padres baseball team and McLaren F1 Team, prove the performance and popularity of their products at the very highest level.

As a certified B Corp™ and 1% For The Planet member, with carbon-neutral products and operations, SunGod has built a business model that puts people, planet, and profit on equal footing. Their mission is to See Better, forcing positive change across the eyewear industry, and together with their global community of partners, ambassadors, athletes and customers, SunGod's mission is multiplied.



Contacts



Chris Tuttlebee

Press Contact

Corporate Communications Lead

chris.tuttlebee@ecb.co.uk

+44 (0)7824 551713