

# THE HUNDRED



The eight new-look New Balance kits for The Hundred.

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## Eight new-look kits drop as The Hundred gears up for third season

- The blockbuster sporting event of summer gets latest makeover, with each team sporting fresh New Balance playing kits for 2023
- The kits are made from and packaged in 100% recycled materials, and are also fully recyclable
- Buy your favourite team's fresh new look and grab tickets at [www.thehundred.com](http://www.thehundred.com)

New playing kits for all eight teams taking part in the third year of The

Hundred have been released. The New Balance athletic wear, which reflects the team brands, is made from 100% recycled materials and is also fully recyclable.

With increased vibrancy and aiming to lean into their team identity, each kit has been redesigned to demonstrate the evolution of the teams and who they represent after two years in the competition. The kits will be on display first in the opening game of the competition, a double-header at Trent Bridge between Trent Rockets and Southern Brave on Tuesday 1 August.

Welsh Fire captain Tammy Beaumont said: “These new kits are brilliant, they really make a statement. We’re heading into the third year of the competition looking good and feeling good, and we’re ready to put the new kits to good use out on the pitch. What I really love about them is that they’re all made of 100% recycled materials, and they’re all fully recyclable. We need to be making conscious choices to be kinder to the planet so it’s a big win to see that’s been factored into the design of these kits.”

The new kits are now available to [buy here](#).

Tickets are selling fast and are [available here](#). Tickets this year remain great value in line with 2022 pricing, with prices set at £5 for juniors aged 6-15, free for children five and under, and adults starting from £12.

## **NOTES TO EDITORS**

### **About The Hundred:☒**

The Hundred is an action-packed, unmissable cricket competition that fuses world-class cricket with blockbuster entertainment.☒

Combining a short, fast format of cricket, with each game lasting less than three hours, and incredible entertainment beyond the sport, The Hundred is making cricket more accessible and reaching a broader audience. It’s simple: 100 balls per team, most runs wins, so every ball counts.☒☒

The Hundred features eight teams☒from seven☒cities, with men’s and women’s competitions taking place side by side:☒ Welsh Fire (Cardiff), Southern Brave (Southampton), Northern Superchargers (Leeds), London

Spirit, Trent Rockets (Nottingham), Oval, Invincibles (London), Manchester Originals and Birmingham Phoenix. Each team features some of the best international and domestic cricketers from around the world, including England Men's & Women's World Cup winners.

### Highlight statistics from The Hundred 2022:

- More than 500,000 people attended games across the course of the competition
- The Hundred continued to take cricket to new audiences with more women (28%), children (22%) and families (41%) attending than in the first year
- 2022 once again set a new global record for total attendance at a women's cricket competition, with 271,000 people attending
- All eight venues broke their previous best for domestic women's attendances
- Of the Sky and BBC TV coverage, 42% hadn't watched any other ECB cricket in 2022 prior to The Hundred, resulting in 5.9m new viewers
- Women (31%) and children (14%) made up a significant share of the TV audience

### About The Hundred fixtures:

For all fixtures in The Hundred, follow [this link](#).

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