



England's Lauren Bell featured in ICC Women's T20 World Cup 2026 global campaign. CREDIT: House337

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Ellyse Perry, Hayley Matthews, Lauren Bell and Richa Ghosh star alongside Andrew Flintoff in ICC Women's T20 World Cup campaign

- World Cup stars and cricket legend appear in global marketing campaign 'Catch the Spirit', igniting excitement ahead of next year's tournament
- The campaign goes live as tickets go on general sale for next summer's competition, with the best players from around the

world battling it out at the biggest stadiums across England and Wales

- ICC and ECB are putting huge investment into the campaign around next year's Women's T20 World Cup to drive mainstream attention for women's cricket
- To buy tickets, visit [womens.t20worldcup.com](https://www.womens.t20worldcup.com)

The International Cricket Council (ICC) and the England and Wales Cricket Board (ECB) today launched a bold new global marketing campaign – Catch the Spirit – igniting excitement ahead of the ICC Women's T20 World Cup which will take place on home soil next summer.

Featuring world-class stars Ellyse Perry (Australia), Hayley Matthews (West Indies), Lauren Bell (England) and Richa Ghosh (India) – with a special cameo from cricket legend Andrew Flintoff – the campaign showcases the infectious energy a country feels when a World Cup comes to town.

The tournament is set to offer hundreds of thousands of fans the chance to see the world's best cricketers in action at world-class venues up and down the country and is a huge opportunity to propel women's cricket firmly into the mainstream.

The campaign launch coincides with tickets going on general sale for the competition. England and Wales will play host to the best cricketing talent with 33 matches over 24 days from the tournament opener on 12 June at Edgbaston, Birmingham, to the final at Lord's on 5 July. With demand already high across all matches, fans are encouraged to secure tickets early for what promises to be a historic moment in women's sport.

England fast bowler, **Lauren Bell**, said: "For me Catch the Spirit means big crowds, big moments and big energy! Watching the girls win the 2017 World Cup is what motivated me to become a cricketer and the opportunity to inspire fans across the country next summer is huge.

"We've seen the amazing impact the Lionesses have had on football, particularly after their home Euros – and we want this to be cricket's moment!"

Australia captain, **Ellyse Perry**, added: "World Cups are not just about the

action on the field – it’s about the vibe it brings to cities, communities and families. Any world cricket event is special and next year’s tournament promises to be incredible. Fans won’t want to miss out!”

From packed stadiums to grassroots celebrations, Catch the Spirit invites fans to embrace cricket’s atmosphere, energy and inclusivity. India’s **Richa Ghosh** shared: “It’s all about the fans – the energy, the cheering, the noise. It’s going to be amazing to play in England and feel that vibe.”

West Indies all-rounder, **Hayley Matthews**, summed up the tournament’s mainstream appeal: “Once upon a time, people used to say ‘watch women’s sports to support it’ whereas now I feel like people have recognised that it’s entertaining in its own right! It’s fun, it’s exciting and this World Cup is going to be huge.”



[Watch video on YouTube here](#)

Jen Vile, ECB Marketing Director, said: “Next year is our moment to propel women’s cricket into the mainstream. Catch the Spirit is designed to capture the infectious energy and excitement that fans feel when a World Cup arrives on home soil. This campaign invites fans to be part of something truly memorable, and we believe this tournament has the power to ignite a lifelong passion for women’s cricket.”

Tickets are now on general sale and selling fast. Fans can get ready to catch the spirit by purchasing tickets to the ICC Women’s T20 World Cup 2026 visit womens.t20worldcup.com

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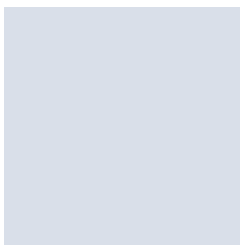
Notes to Editors

About the ICC Women's T20 World Cup 2026

The ICC Women's T20 World Cup 2026 will take place in England and Wales from 12 June to 5 July next summer. Over the course of 24 days, a total of 33 matches will be played across seven top-tier venues – Edgbaston (Birmingham), Old Trafford Cricket Ground (Manchester), Headingley (Leeds), Hampshire Bowl (Southampton), Bristol County Ground (Bristol), The Oval (London), and Lord's (London). The newly expanded competition will see 12 teams competing for the prestigious trophy currently held by New Zealand.



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