



Jofra Archer filming Inspiring Generations

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## Jofra Archer, Chris Jordan and Davina Perrin feature in ECB's new Black History

# Month video series

To mark Black History Month 2025, the England and Wales Cricket Board (ECB) is releasing a new three-part video series called *Inspiring Generations*, spotlighting the future of Black cricket and the individuals driving change on and off the pitch.

The *Inspiring Generation* series, which has been produced in collaboration with cricket journalist Dean Wilson, will be released fortnightly throughout October:

- **Episode 1 (Embargoed until 1 October)**  
England Men's fast bowler Jofra Archer makes a surprise visit to the African Caribbean Cricket Festival, coaching and mentoring young players from the ACE Programme.
- **Episode 2 (Embargoed until 15 October)**  
Fresh from making history in The Hundred, where she scored the fastest century in the women's competition, Warwickshire and Northern Superchargers player Davina Perrin shares her journey into cricket, sitting down with her grandad to talk about how he helped spark her love for the game.
- **Episode 3 (Embargoed until 29 October)**  
Chris Jordan meets Kingston Barrow – a young cricket content creator – for an exclusive training session, exchanging bowling tips and social media advice.

This campaign focuses on personal stories, intergenerational connection and celebrating role models making their mark on the game, using Black History Month not only as a time for reflection, but as a moment to highlight those making new history in the game today.

The full series will be published on ECB's YouTube channel and amplified across ECB and England Cricket digital channels throughout October.

The series sits within the ECB's *Raising The Game* platform, originally launched in 2022 to encourage inclusive behaviours and celebrate diversity in cricket. Devised in partnership with the cricket network, *Raising The Game* is a rallying cry for the sport to do better at all levels, fuelled by a manifesto for change.

Episodes and behind-the-scenes stills can be downloaded at the following link, to be embedded in any articles. Please do note the above embargo dates for upcoming episodes in October: <https://we.tl/t-s3Yluullt3>

The first episode is also available via the ECB YouTube channel [here](#).



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