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Men's Finals allocation sells out as The Hundred priority window ticket sales surpass expectations

- **Strong opening days see total ticket sales reach 100,000, alongside those purchased during MCC and county member window**
- **Initial allocation of tickets for Men's Finals Day at Lord's now SOLD OUT**
- **A fifth of tickets purchased for under-16s**
- **Tickets for other fixtures remain available until priority window closes on 28 February**

Cricket's newest competition, The Hundred, launched publicly this week, with the opening of its inaugural sales window to pre-registered fans.

At 10am on Wednesday (12 February), those signed-up to thehundred.com were given access to a priority window to buy tickets across the men's and women's competition for all eight teams, and all stages of the competition. The response was immediate, with total sales for the competition moving past the 100,000 mark within the first 24 hours of widespread availability. Over two-thirds of tickets were purchased by under 45-year-olds, with around a fifth for under-16s – signalling The Hundred's appeal to younger, broader audiences alongside existing cricket fans.

Positive early sales build on strong demand from MCC and county members during their two-week pre-sale window in January. Men's Finals Day, on 15 August, has sold out of tickets for this window, with the last remaining tickets now held back for release to the public through general sale, commencing on 8 April. Only a few hundred tickets remain for the opening fixture at The Kia Oval, where Oval Invincibles take on Welsh Fire on Friday 17 July.

The current sales window remains open until 28 February, with tickets still available for all other matches throughout the competition.

Following this window, cricket fans will have an opportunity to secure their tickets to more fantastic action at the Vitality Blast, which goes on sale on 2 March, following its most successful-ever year in 2019.

Sanjay Patel, Managing Director, The Hundred, said; *“We are pleased the competition has been met so positively by sports fans. Our ambition is always to grow cricket and bring new audiences into the game. Our priority will now be in managing the strong demand for tickets alongside our desire to see large numbers of young families attending. Despite a busy summer sport schedule, The Hundred is clearly being viewed as an unmissable summer event.”*

For more information and to purchase tickets in the priority access window please sign up at thehundred.com

ENDS

NOTES TO EDITORS

The Hundred

The Hundred is an action-packed, unmissable new 100 ball cricket competition that will put you on the edge of your seat. Taking place in summer 2020, the competition aims to grow the game and everyone is invited.

Featuring world-class players and homegrown talent, the eight brand new city-based women's and men's teams will compete over five weeks every summer (17 July – 15 Aug 2020), with both competitions running side-by-side.

For the latest news and priority access to tickets visit thehundred.com and follow us on Instagram [@thehundred](https://www.instagram.com/thehundred)

Contacts



Jo Pockett

Head of Campaigns

media@ecb.co.uk