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## **New Era and The Hundred join forces to create new headwear collection**

**New Era announced as the Official Headwear Supplier for The Hundred, helping to take cricket to new and younger audiences.**

The new three-year partnership with New Era, which is renowned for its long-standing associations with some of the world's most exciting and watched sports, including the MLB, NFL and NBA, will be creating a bespoke collection of headwear for all eight city-based teams taking part in The Hundred.

Set to be available for fans from May on the New Era website and selected

retailers, the iconic headwear brand's collection for The Hundred will feature a variety of different headwear styles in team colours, including the 9FIFTY (Stretch-Snap), 9FORTY (Adjustable), 39THIRTY (Flexible Fit) and a new Sun Hat Silhouette.

**Rob Calder**, commercial director of The Hundred, said: *“We’re hugely excited to be announcing our game-changing new headwear partnership with New Era. The Hundred will offer the very best in world-class cricket, and following the amazing summer of action we’ve just had, we are thrilled that this iconic brand shares our vision for the game.”*

**Paul Gils**, Vice President EMEA at New Era added, *“We are thrilled to be partnering with The Hundred on such an exciting project. Our three-year partnership will introduce our consumers to a new line of headwear and a new competition. Our company was founded with the intention of revolutionising headwear, so we are really excited to be a part of this new tournament, which is set to change the way we think about cricket.”*

The Hundred – which launches in July 2020 – is set to provide sports fans with an exciting new 100-ball format featuring world-class players from England and around the world in men’s and women’s competitions.

The five-week tournament will be played at the height of summer and feature eight city-based teams from Manchester, Leeds, Nottingham, Birmingham, Cardiff, Southampton and two in London (based at Lord’s and The Oval). It will be screened live by Sky Sports and the BBC.

Fans can register their interest in tickets and information via [thehundred.com](https://thehundred.com)

The Collection will be available from May in-store and online at [neweracap.co.uk](https://neweracap.co.uk)

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