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Rado become Official Timing Partner of the ECB

Rado has today announced a new partnership to become the Official Timing Partner of the England and Wales Cricket Board (ECB). The multi-year collaboration will see Rado become Official Timing Partner across all international fixtures for England men's and women's cricket.

Rado is the first Official Timing Partner of the ECB and brings together these two iconic brands, England Cricket and Rado, both driven by a strong team spirit, the pursuit of excellence and the desire to grow the sport.

The partnership will see Rado's branding appear on LED boards around international cricket venues, on the big screens and on umpire and team review graphics.

The announcement comes at a time when England's men's, women's and disability players are taking cricket to new heights across formats, innovating in a sport with a long history. Over the past twelve months the men's Test team, in particular, has revolutionised the way Test cricket is played. In the women's game, the England team is one of the best in the world with superstars who are pushing boundaries. More people are watching the sport than ever before, in stadia and at home.

Russell James, Sales & Marketing Director at the ECB said, "We are so proud to partner with Rado and welcome them to cricket as the ECB's first Official Timing Partner. Rado are starting their journey in the sport at a hugely exciting time. This year millions of people will be glued to the action as we eagerly anticipate a joint men's and women's Ashes followed by an action-packed summer of International cricket, before the men's 50-over team head off to ICC Cricket World Cup in India. We look forward to working with Rado to help continue the success England teams have seen at international level over recent years."

Adrian Bosshard, Rado's CEO said, "We are thrilled to be the ECB's first Official Timing Partner at this very exciting time for cricket in England and across the world. We look forward to being at the heart of the action supporting the England men's and women's teams at all of their international fixtures. Cricket is one of the world's most popular sports and we know how much it is loved by fans of Rado - it gives us much pleasure to bring Rado and the best cricket teams in the world together in this partnership.

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