

TASTE OF CRICKET



**RAISING
THE
GAME**

Jun 12, 2024 00:01 BST

The ECB launches 'Taste of Cricket' with over 100 events celebrating inclusion and diversity in grassroots game

- The England and Wales Cricket Board (ECB) has today announced the launch of its Taste of Cricket campaign, supported by Remitly
- Part of the existing Raising The Game platform, designed to ensure everyone feels welcome to play and enjoy cricket, the campaign will celebrate the unique relationship the sport has with food, through the 'match tea' occasion, and its ability to bring communities together
- It will kick off with a host of cricket clubs opening up their doors

to new and diverse communities in their area, with up to 100 more clubs across England and Wales invited to hold their own extra special match teas

- Following the summer festivities, Taste of Cricket will unveil a cookbook to inspire cricket tea creativity, and is offering fans the chance to submit their own recipe to be featured in the book
- To find out more and to share your recipe for the cookbook, visit www.ecb.co.uk/about/edi/raisin...

The England and Wales Cricket Board (ECB) has today announced its '**Taste of Cricket**' campaign, which will see over 100 recreational clubs across England and Wales opening up their doors to their local communities for a special match tea.

Through the vehicle of food, each match tea event, sponsored by Remitly, will showcase different stories of community clubs and volunteers who are driving positive change within the game and improving access to recreational cricket. Beginning on Sunday 30th June, the first eight Taste of Cricket events will be hosted at:

- **African Caribbean Cricket Festival, Northamptonshire County Cricket Ground** – *this event will be an exciting celebration of African Caribbean cricket, culture, food and music*
- **Bushy Park Girls Cricket Club, Middlesex** – *a club that has developed a thriving community of female cricketers of all ages*
- **Exwick Cricket Club, Exeter** – *a club that has contributed to important work in the region, including widening access to cricket for people seeking asylum and refuge*
- **Holyport Cricket Club, Berkshire** – *a club that has made immense progress in pioneering and developing disability cricket in the area*
- **Kings Cross Junior Cricket Club, Yorkshire** – *a club that has been instrumental in breaking down barriers to access for kids from lower socio-economic backgrounds*
- **KRIMMZ Girls Youth Club, Bolton** – *a youth centre offering a welcoming and supportive sports hub for women and children in the community, especially those from South Asian backgrounds*
- **Llandaff Cricket Club, Cardiff** – *a club that has built a thriving and inclusive community for its South Asian members and beyond, across men's, women's and kids' cricket*
- **Shepherds Bush Cricket Club, London** – *a club that has done brilliant work engaging diverse communities in the area; on the day*

of the Taste of Cricket event there will be an African Caribbean Heritage Cricket match

Challenging the outdated stereotype of plain sandwiches and milky tea, the Taste of Cricket events will demonstrate the true variety of cuisines that are often shared during community match teas across England and Wales. With dishes such as vegetable Elawalu Roti, hailing from Sri Lanka (served at Bushy Park Girls Cricket Club club), Braai Burgers, which sees locally sourced burgers seasoned with unique South African flavours (a Holyport Cricket Club favourite), and the ultimate leek bhaji, a delicious fusion of Welsh and Indian cuisines (on the menu at Llandaff Cricket Club) – Taste of Cricket will be a celebration of diversity within the sport.

Money transfer remittance service, Remitly, will also be offering an additional 100 inspirational community clubs, who excel at promoting diversity and inclusion, an opportunity to get in on the action this summer. Participating clubs will receive a Taste of Cricket hamper, including a supermarket voucher, picnic goodies, and recipes to supercharge their very own Taste of Cricket match tea.

Following the summer festivities and in time for Christmas shoppers, the Taste of Cricket cookbook will launch, featuring a range of beloved classics and innovative twists on match tea recipes, crowdsourced from grassroots volunteers, cricket and foodie royalty, and famous fans of the game. The ECB is also offering cricket fans the chance for their match tea recipe to be included in the cookbook via www.ecb.co.uk/about/edi/raisin...

Adil Rashid MBE, who last year marked his 100th T20 international appearance for England said: “Food has always played a big part in my life – as someone of Pakistani heritage, some of my fondest memories are centred around mealtimes with family. So, to be a part of a sport that celebrates different cuisines and cultures in such a unique way is really special.

“One of my favourite things about touring is getting to try the incredible variation of match teas across the world, so I’m very much looking forward to sampling the eclectic mix of food enjoyed by communities across England and Wales with Taste of Cricket.”

Kate Miller, the ECB’s Chief Communications Officer said: “Being one of the only sports that breaks play to eat, cricket and food are intrinsically linked.

We know that across England and Wales, an array of communities enjoy cricket and bring not only their own twist on the sport, such as the innovation of tape ball from the Pakistani community, but also their spin on the much-beloved match tea. We look forward to celebrating the profound connection between food and cricket and the brilliant work that recreational clubs are doing to drive inclusion and diversity across the game this summer and beyond.”

To stay up to date with Taste of Cricket, including details around events and the cookbook, please visit: www.ecb.co.uk/about/edi/raisin...

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Notes to Editors

About the ECB

The ECB is the national governing body for cricket in England and Wales, responsible for developing and supporting all levels of the game from recreational cricket to the national teams. The ECB’s strategic goal “Inspiring Generations” is to encourage more young people to form a lifelong relationship with the game so that a new generation of fans will say “cricket is the game for me.”

About Raising The Game

The Taste of Cricket campaign sits within the ECB’s existing ‘Raising The Game’ platform, which was 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. The initiative illuminates the hardworking efforts driving progress within cricket, amplifies unheard voices, spotlights champions of change, and provides resources to empower us all to do better.

About Remitly

Remitly is a trusted provider of digital financial services that transcend borders. With a global footprint spanning more than 170 countries, Remitly's digitally native, cross-border payments app delights customers with a fast, reliable, and transparent money movement experience. Building on its strong foundation, Remitly is expanding its suite of products to further its vision and transform lives around the world.

About Taste of Cricket

The England and Wales Cricket Board's Taste of Cricket campaign forms part of their Equity, Diversity and Inclusion programme Raising the Game. The campaign celebrates the unique relationship cricket has with food, through the 'match tea' occasion, and its ability to bring people together with the project set to see 100 recreational clubs host their own cricket tea event for their communities.

At the end of the 2024 summer, 'Taste of Cricket' will launch a physical cookbook filled with crowdsourced recipes from across the grassroots game as well as England players and famous fans.



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