

Jul 06, 2021 08:03 BST

The Hundred x the LEGO Group x Sky Sports team up to inspire families and sports fans



[Watch video on YouTube here](#)

The Hundred is thrilled to announce a ground-breaking partnership with the LEGO Group and Sky ahead of the launch of the 100-ball competition this summer.

The new partnership will include a video where LEGO Minifigures of Andrew Flintoff, Ebony Rainford-Brent and a host of stars from The Hundred including Ben Stokes, Heather Knight, Moeen Ali and Kate Cross will highlight the fun, action packed nature of the new competition while introducing fans to the new rules and format.

During The Hundred, the players themselves will be challenged to put their LEGO building skills to the test with the help of the content creators

embedded in each Hundred team. The content creators are part of The Hundred Rising programme designed to uncover and support young talented professionals.

All three organisations share many core values in providing opportunities to learn and inspiring positive change while ECB continue to work with Sky to grow the game and show that cricket can be a sport for everyone.

Ebony Rainford-Brent said: “This partnership with Sky, the LEGO Group and The Hundred is so cool. We want to help even more kids fall in love with our great game and working with a partner like the LEGO Group is a fantastic way to do just that. The video gives a first glimpse into how much fun every game of The Hundred will be on Sky Sports and I can’t wait to see what the teams themselves manage to create and build during the competition.”

London Spirit captain **Heather Knight** said: “Who wouldn't be excited to see a LEGO Minifigure of themselves coming to life! Everyone remembers playing with LEGO bricks as a kid so it's pretty cool to see it link up with cricket. I can't wait to get out on the pitch for The Hundred this summer and this partnership makes it even more exciting.”

Sky will distribute the content created by the partnership across its channels, including Sky Kids where the partnership with LEGO and The Hundred will play a crucial role in engaging a younger audience **during** the competition this summer.

For more information on The Hundred or for tickets head to www.thehundred.com.

Sky Sports will bring you all of the action from every game of The Hundred. Fans will be able to tune in to all 68 games live on Sky Sports' dedicated channel Sky Sports The Hundred as well as on Sky Sports Mix and Sky One. All women's matches and a significant number of men's games will be streamed live on the Sky Cricket YouTube channel.

ENDS

About The Hundred

The Hundred is a brand new sports competition launching this summer (21 July-21 Aug). It fuses blockbuster entertainment with world-class cricket, inviting everyone to fall in love with the game at its intense, electrifying and incredible best.

Combining a new short, fast format of cricket, with each game lasting less than three hours, and incredible entertainment beyond sport, The Hundred will make cricket more accessible to reach a broader audience. It's simple: 100 balls per team, most runs wins, so every ball counts.

The Hundred will feature eight brand new teams from seven cities, with men's and women's competitions taking place side by side: Welsh Fire (Cardiff), Southern Brave (Southampton), Northern Superchargers (Leeds), London Spirit, Trent Rockets (Nottingham), Oval Invincibles (London), Manchester Originals and Birmingham Phoenix. Each team will feature some of the best international and domestic cricketers from around the world, including England Men's & Women's World Cup winners.

Games will be broadcast live on Sky Sports and BBC throughout the competition – so whether in ground or watching from home – you'll be right amongst all the action.

You won't want to miss out on this summer's sporting entertainment event! Join us for the latest news access to tickets by signing up at thehundred.com.

You'll find all ECB Media Releases and associated resources on our [Newsroom](#) >

Contacts



Kate Miller

Press Contact
Director of Communications
media@ecb.co.uk



Jonathan Reed

Press Contact
Head of Media & Publications
media@ecb.co.uk
+44 (0) 7525 596 621



Danny Reuben

Press Contact
Head of Team Communications
England Men's team
danny.reuben@ecb.co.uk
+44 (0)7825 723 620



Matt Somerford

Press Contact
Communications Manager - Domestic Cricket
media@ecb.co.uk
+44 (0)7551 134 716



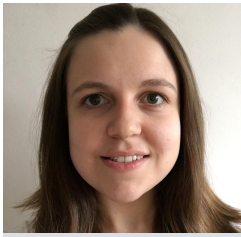
Hen Cowen

Press Contact
Senior Communications Manager (they/them)
hen.cowen@ecb.co.uk
+44 (0)7585 987 302



Chris Tuttlebee

Press Contact
Corporate Communications Lead
chris.tuttlebee@ecb.co.uk
+44 (0)7824 551713

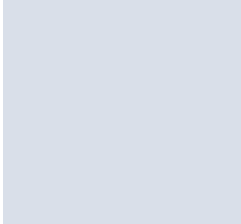


Emily Liles

Press Contact

Communications Manager - Performance (England Women)

emily.liles@ecb.co.uk



Accreditation Team

Press Contact

Accreditation

accreditation@ecb.co.uk



ECB Press Office

Press Contact

media@ecb.co.uk