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Unilever joins The Hundred as an Official Partner

- *Unilever's Sure & Lifebuoy brands team up with The Hundred on a three-year deal*
- *Partnership based around The Hundred's key mission to throw cricket's doors open to everyone*

Unilever has today announced an official partnership with The Hundred ahead of the launch of the innovative and exciting new cricket competition in summer 2021.

The three-year deal will see cricket's newest competition team up with the company's Sure and Lifebuoy brands, who will support a campaign based around The Hundred's key mission of opening cricket up to the whole family. Sure and Lifebuoy branding will feature on LEDs at stadiums during The Hundred matches, while also obtaining a rights package of Sky TV advertising, player access and digital rights.

The partnership will help ensure all venues are safe and hygienic, through the supply of Lifebuoy products. The world's number one hygiene soap brand* will also provide hand hygiene guidance for players, staff and supporters attending matches during The Hundred, as part of their commitment to improve the habits of communities around the world, that has already reached over 1 billion people.

Sure, who have delivered long lasting protection against sweat and odour for over 50 years**, will be utilising the partnership to continue inspiring people to move more at a time when physical and mental wellbeing plays a vital part in daily life.

The Hundred is set to provide sports fans with an exciting new 100-ball format featuring world-class domestic and international players in men's and women's competitions.

The competition 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. It will be screened live by Sky and the BBC.

Rob Calder, Commercial Director for The Hundred, said: "This partnership brings together three brands driven by purpose – getting people to move more with Sure, improving the habits of people around the world through Lifebuoy, and bringing communities together to grow the game of cricket through The Hundred. We can't wait to work together as we launch the competition in 2021 and bring the excitement of 100-ball cricket to fans new and old."

Chris Barron, Vice President of Beauty & Personal Care at Unilever UK & Ireland, said: "With this partnership we are supporting the desire to open up the game to a more diverse audience and to inspire new audiences to participate in the excitement and thrill of cricket."

“Through our Lifebuoy brand we are able to help bring back the magic of live sport by providing effective sanitising and hygiene products to both players and supporters, and with our Sure brand we can continue to inspire people to move more at a time when physical activity continues to play such a huge role in our wellbeing. 2021 looks set to be an exciting year of cricket with the launch of this new competition and we’re delighted to be part of it.”

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*Nielsen Unit Sales. Total Markets, Latest 12 months. Lifebuoy.co.uk/No1

**Last year, the brand launched their Sure Advanced Protection range, providing double the protection at 72 hours, outlasting the leading antiperspirant (Nielsen GB, Total Deodorants, Anti-Perspirants, Unit Sales, MAT 28/12/19)

-ENDS-

Notes to Editors

About Unilever

Unilever is one of the world’s leading suppliers of Beauty & Personal Care, Home Care, and Foods & Refreshment products with sales in over 190 countries and reaching 2.5 billion consumers a day. It has 161,000 employees and generated sales of €53.7 billion in 2017. Over half (57%) of the company’s footprint is in developing and emerging markets. Unilever has more than 400 brands found in homes all over the world, including Persil, Dove, Knorr, Domestos, Hellmann’s, Lipton, Wall’s, PG Tips, Ben & Jerry’s, Magnum and Lynx.☒

Unilever’s Sustainable Living Plan underpins the company’s strategy and commits to:☒

Helping more than a billion people take action to improve their health and well-being by 2020.✕

Halving the environmental impact of our products by 2030.✕

Enhancing the livelihoods of millions of people by 2020.✕

The USLP creates value by driving growth and trust, eliminating costs and reducing risks. The company's sustainable living brands are growing 50% faster than the rest of the business and delivered more than 60% of the company's growth in 2016.✕

Unilever was ranked number one in its sector in the 2017 Dow Jones Sustainability Index. In the FTSE4Good Index, it achieved the highest environmental score of 5. It led the list of Global Corporate Sustainability Leaders in the 2017 GlobeScan/SustainAbility annual survey for the seventh year running, and achieved✕four A ratings across Climate Change, Water, Forests and Supplier Engagement in CDP's 2018 Global Supply Chain report. Unilever has pledged to become carbon positive in its operations by 2030, and to✕ensure 100% of its plastic packaging✕is fully reusable, recyclable or compostable by 2025. For more information about Unilever and its brands, please visit www.unilever.com. For more information on the USLP: www.unilever.com/sustainable-living/

About The Hundred

The Hundred is an action-packed, unmissable new 100-ball cricket competition that will put you on the edge of your seat. Launching in 2021, the competition aims to grow the game and everyone is invited. Featuring world-class players and homegrown talent in eight brand new city-based women's and men's teams, both competitions run side-by-side. For the latest news visit thehundred.com and follow us on Instagram [@thehundred](https://www.instagram.com/thehundred)

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