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Vitality and ECB extend partnership with new, three-year deal

- The partnership will see Vitality continue to be the title sponsor of the Vitality Blast and England Men's and Women's Vitality IT20s until December 2026.
- Vitality has also extended its sponsorship as the ECB's Official Wellness Partner across The Hundred and Test cricket.
- In addition, Vitality will become the official title sponsor of the Vitality County Championship for the 2024 season.

The England and Wales Cricket Board (ECB) and Vitality have today

announced the extension and expansion of their partnership for a further three years.

Today's announcement will see health and life insurer, Vitality, continue to be the title partner of Men's and Women's International T20s, the T20 Blast and recreational T20 cricket, alongside it being the Official Wellness Partner of The Hundred and Test cricket. Vitality branding will continue to be on all The Hundred players' back of shirt and training wear.

The announcement also sees the current partnership expanded, to include title sponsorship of the Vitality County Championship in 2024.

The partnership reflects Vitality's core purpose to make people healthier and to enhance and protect their lives and further builds on the insurer's support of cricket, with the aim of inspiring many more men and women to take up or return to the game, and promote healthy and active lifestyles at all levels.

Alex Perkins, Commercial Director at the ECB said, "We are delighted to renew our partnership with Vitality, who has provided long-standing support for cricket in England and Wales since 2013. The extension of the partnership will see Vitality deepen its commitment to the sport, whilst also continuing to raise awareness of the importance of leading healthy and active lifestyles, as Official Wellness Partner across all formats of the game. We look forward to working closely with Vitality in the years to come."

Vitality's CEO, Neville Koopowitz said, "We're delighted to announce this expansion of our partnership with the ECB today, to further support cricket at all levels and increase visibility of both the men's and women's game.

"Through this partnership we hope to inspire many more people to play or return to the sport and think about how getting active can support them to live healthier lives, which perfectly aligns with Vitality's core purpose".

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About Vitality

Vitality is part of Discovery Limited, a worldwide insurer and investment manager protecting more than 27 million members in over 40 markets worldwide, across Europe, the United States, Australia, South Africa, Canada and China.

Vitality pioneered the 'shared-value' insurance model, a unique approach based on the scientifically proven principles of behavioural economics. Through this model, Vitality helps members take a more active role in managing their own wellness, encouraging them to develop healthy long-term habits that are good for them, good for the company and good for society. The effect is positive for all stakeholders – members benefit from better health, financial rewards and additional incentives; employers benefit from healthier, more productive, and more engaged employees; and Vitality benefits from a healthier membership base.

Vitality Ambassadors Jessica Ennis-Hill, Heather Knight, Tracey Neville, Ellie Simmonds, Nat Sciver-Brunt, Sophia Dunkley, Isa Guha, Jos Buttler, Maro Itoje, Joe Root and Jonny Wilkinson are role models who embody the company's values. They use their passion for living a healthy, active lifestyle to motivate others to make positive changes, promoting the message that taking small steps today can dramatically improve wellbeing over the long-term.

In the UK, Vitality operates as two distinct businesses: VitalityHealth and VitalityLife employing more than 2000 people in London, Bournemouth and Stockport.

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