

September 6<sup>TH</sup>, 2007

### **ECB and VERO Communications launch 'One Game' Campaign**

The England and Wales Cricket Board (ECB) and VERO Communications this week launched a campaign aimed at promoting cricket as a force for social good. The ECB envisages that the 'One Game' Campaign will widen the appeal of cricket while celebrating the diversity that already exists within the game. VERO developed the campaign ideas following a workshop with the ECB and its stakeholders. VERO focused on the themes at the heart of the ECB's vision for a fully inclusive game: driving equality and embracing everyone regardless of age, race, ability or gender. A short promo, developed by VERO and the ECB in conjunction with creative collective Wilder was launched at The Brit Oval on Wednesday, September 5<sup>th</sup> during the NatWest one-day international between England and India. The film shows a single game of cricket played across the country and features players from the England team, including Kevin Pietersen and Monty Panesar, and Isa Guha of the England women's team, to village cricketers and children playing in schools and in the park.

The One Game campaign runs right up to the Twenty20 World Championships hosted by the UK in 2009 and will form the cornerstone of all the ECB's equality and inclusive policies. The promo will now be shown at international grounds around the country, in schools and at cricket academies.

### **About VERO**

VERO was established in January 2006 by Mike Lee OBE, former Director of Communications and Public Affairs for London's successful 2012 Olympic bid. It offers a narrative-based and campaigning approach to all internal and external relations and brand building. It has worked with a wide variety of organisations in the business of sport including Doha 2016, England & Wales Cricket Board, Glasgow 2014, International Association of Athletics Federations (IAAF), Liverpool FC, Premier Rugby Ltd, Salzburg 2014, Setanta Sports, Siemens, Sport England, UEFA, UK Athletics, UK Sport, Virgin Atlantic, Visit Britain and West Ham United FC.

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