



# Messaging Update

## Clubs and Leagues

All,

This week's bulletin contains information on the Women's Big Cricket Month, National Volunteers Week and a new film from LV=Insurance made with cricketers from across the country.

### Women's Big Cricket Month



It's 1 week to go until the start of Women's Big Cricket Month 2021, and we've had an amazing response so far with over 200 events and activities registered!

We want to continue to ask all clubs who are planning an activity or event during June to register their details, so if you're planning an event or activity but haven't yet completed your registration then follow the link below! By registering, we will be able to provide you with all the marketing tools you will need to help make your activities and events as big as possible.

[Registration Form](#)

We're also already seeing lots of amazing promotion and activity on social. Make sure that you're part of the conversation and use #WomensCricketMonth to join in!

## National Volunteers Week

Next week, from 1<sup>st</sup> – 7<sup>th</sup> June is National Volunteers Week and an opportunity to celebrate all the amazing people at your club or centre that help to make the game happen. Be it someone who is a longstanding volunteer and gives their time week on week, or a brand new All Stars Activator who is helping to bring cricket to more young people in your area, it is important to say thank you.

Please use next week as an opportunity to thank your volunteers. You might want to tell the story of some specific people at your club, shining a spotlight on the work that they do and the way they bring your community together. Use #VolunteersWeek to be a part of the wider celebration, and do use the official National Volunteers Week logo and Stamp on your images.



## Group Bookings for The Hundred

# THE HUNDRED

## 100 BALL CRICKET

In light of the latest Government announcement, we're now in a position to take group bookings for The Hundred this summer! If you'd be interested in making a group booking for your cricket club, fill in the form below and we'll be in touch very soon.

[Register Interest](#)

## LV= Insurance - #InWithHeart



Ahead of the LV= Insurance Test Series against New Zealand, the cricket community has come together to launch the LV= Insurance 'In With Heart' campaign via a new film featuring stars from all corners of the game paying tribute to cricket.

Watch as players and fans including Stoke Newington cricket club, the first club to receive funding from #Funds4Runs, announce they are all 'In With Heart' for this summer's domestic cricket season.

And you can follow @LV\_cricket on Twitter and Instagram for a chance to win tickets to the LV= Insurance First Test against India.

[Watch Here](#)

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