



## WE GOT GAME LAUNCH

Today we are excited to announce the launch We Got Game, a new campaign designed to elevate the profile of women's cricket and to welcome more young women and girls into the game to drive greater gender balance. Hosted on a new Instagram channel, [\*\*@wegotgameofficial\*\*](https://www.instagram.com/wegotgameofficial) aims to unite a community of like-minded young women and girls to share their passion both on and off the pitch.

We'd love clubs throughout England and Wales to get involved in the launch and help promote We Got Game to all your fantastic women's and girls' players, coaches and volunteers.

Follow the instagram channel and look out for the campaign film that has just landed. Click below to find out more and to access [@wegotgameofficial](#)

[FIND OUT MORE](#)

[WE GOT GAME INSTAGRAM CHANNEL](#)



#### INTERNATIONAL WOMEN'S DAY - 8TH MARCH

This year's theme is #BreakTheBias. The IWD website explains...

"Imagine a gender equal world. A world free of bias, stereotypes and discrimination. A world that's diverse, equitable, and inclusive. A world where difference is valued and celebrated. Together we can forge women's equality. Collectively we can all #BreakTheBias".

There is an amazing synergy between the ambitions of #WeGotGame and celebrating difference and individuality. Let's shout about this together!

We are encouraging County Cricket Boards and Clubs to celebrate the female cricketers in their area on the 8th March by posting on social about them, their cricket journey and what they do for the sport.

Below are a few ideas for what you could do, and what you can encourage your teams and player networks to do:

- Shout out to the women and girls who go above and beyond for the game they love – post on social with a photo and a bit about who they are, what they do and why



they make a difference – what makes them special? Don't forget to use

### #WeGotGameme

- Shout out to the women and girls who have overcome a hurdle and celebrate how cricket has helped them. Has cricket helped to boost a player's confidence, or allowed them to go on to achieve more than they expected?
- Shout out to the women and girl cricketers who have an incredible story to tell off the field – it's a lot about the cricket, but not all about the cricket! Do you have someone in your county and club who has an amazing vocation, hobby or has just achieved something you want to celebrate

In everything you do post for IWD22, we'd encourage you to use the #WeGotGame hashtag so that everyone can see cricket's celebration come to life.



The England and Wales Cricket Board, Lord's Cricket Ground, London, NW8 8QZ