

IMMEDIATE

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PRESS RELEASE

England Cricket's Heather Knight to promote SM equipment brand

The England Women's team's vice-captain Heather Knight has joined equipment retailer Cricket Deal Direct as a brand ambassador for the innovative, quality equipment manufacturer SM Cricket. The exciting partnership will highlight an on-going commitment to women's cricket, and to raise the profile of this new and exciting brand throughout the wider cricket community.

Ian Anderson, Managing Director of Cricket Deal Direct (CDD) upon signing the two year deal said: "We are very excited about this agreement with Heather – we have a growing presence in the women's game and this will allow us to continue our strategy of promoting cricket across all levels and make quality equipment accessible to all.

"Heather is a great representative for us, and a great role model for the sport. Since her stunning debut in Women's cricket in 2010 she has proved an inspirational and popular player".

Knight made her ODI debut in 2010 and went on to make 1000 runs in 44 matches (average of 30). In October 2014 she became the first woman to play overseas, joining Tasmanian Roar in Australia. In 2013, she played a vital part in England Women's victory at the Ashes, making 157 runs.

"I am really looking forward to using SM kit," said Knight, "I had heard great things about it and pleased to have now had the opportunity to use it in anger on the tour of New Zealand."



Initially using a SM US 100 Premium English Willow bat and the hugely popular Players Pride, the widely acclaimed rising star will work closely with CDD to develop their women's range further.

The partnership is a progressive step forward in Ian's master plan to build the company Cricket Deal Direct in to a business that is run, states Anderson "by cricketers, for cricketers, based on the idea of having players who use the kit being able to look after their own patch and share first-hand the benefits of using the equipment."

CDD enables new and exciting brands such as SM can be made accessible to all cricketers, including professionals, through to those at junior levels, by supplying directly from the manufacturer, making equipment more competitively priced. CDD offers a one-stop-shop in the supply of equipment, coaching gear, balls and clothing, and including a personalisation service with embroidery and printing, along with the supply of trophies.

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About Cricket Deal Direct

Cricket Deal Direct Ltd was established in 2012 with the objective of sourcing quality hand-crafted cricket equipment direct from local Indian manufacturers and craftsmen. Our goal is very simple – “we want to change the game for buying cricket gear”.

By bringing new and exciting quality cricket brands to the market, we want to encourage cricket club and sporting associations to link with us and promote these thrilling new products together. Cricket Deal Direct will provide a transparent link and reward the organisation for any sales at discounted rates. We will also work together with clubs and associations to consider any joint opportunities that can benefit us both, either through sponsorship or other attractive reward schemes.

Quite simply, the company is based around the concept of “helping and supporting” cricket at all levels, including the promotion of Junior and Women’s cricket.

Cricket Deal Direct Ltd is the exclusive UK distributor of the SM cricket brand. SM is located in Meerut, Uttar Pradesh, India and has a long and distinguished history. The original company was set up in Sialkot (now Pakistan) in 1925, by the Grandfather of today’s owners.

Cricket Deal Direct Ltd is proud to be associated with a company offering such a rich cricketing history and tradition. Today SM offers an exciting and vibrant range of quality cricket products at very affordable prices. Many International and local cricket players have endorsed the range, and it is our intention to promote and introduce the brand throughout the UK and “spread the word” amongst the cricketing community.

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