

Murali Harmony Cup at the ICC World Twenty20 Sri Lanka 2012



The event

- An inspirational T20 Tournament played out between teams drawn together from across Sri Lanka
- 12 schoolboy teams, 8 girls teams - mirroring the ICC World Twenty20 Sri Lanka 2012 structure
- To celebrate cricket, promote harmony and leave a positive social legacy
- To generate excitement about the ICC World Twenty20

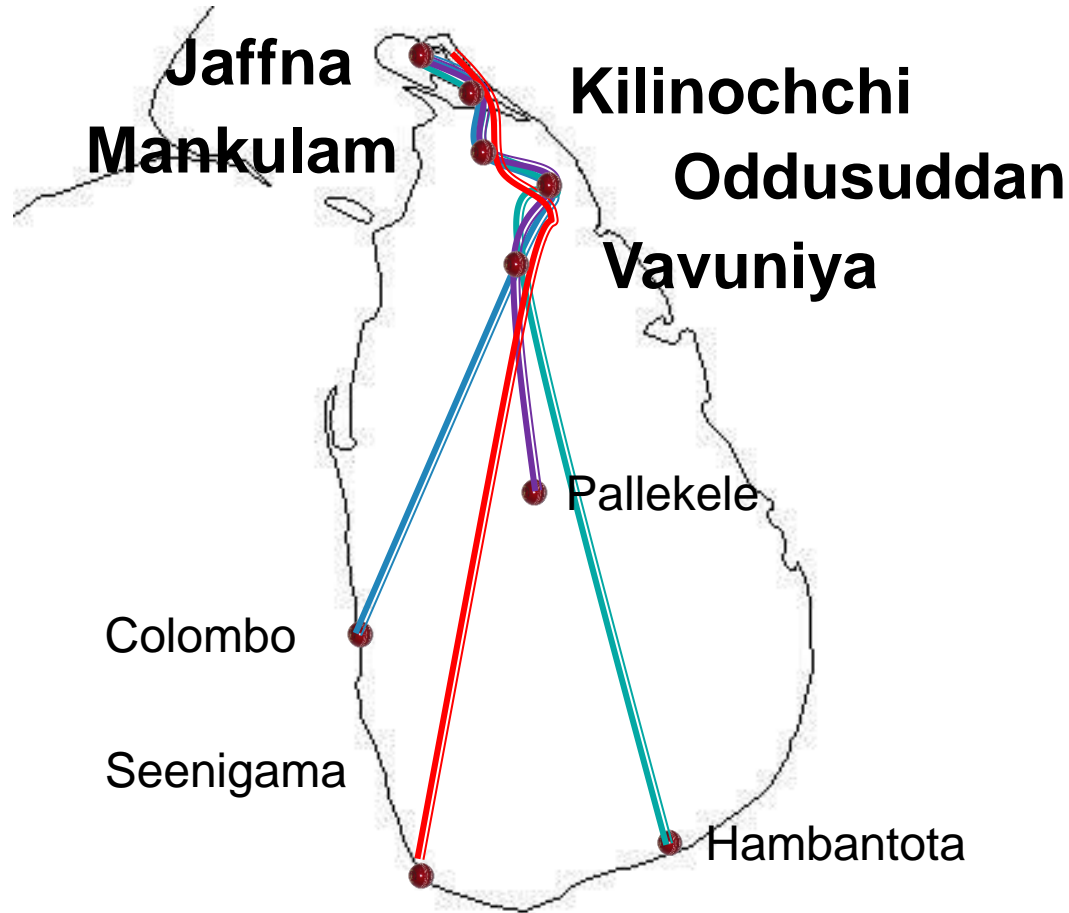


The players



- Players will come from schools throughout Sri Lanka
- Including a team from the inspirational 'Cricket Village' built in Seenigama after the 2004 tsunami
- And teams from towns and villages in the north and east of the county that were most affected by the civil war
- As well as teams from the three host venues of the ICC World Twenty20 2012

The venues



The teams will gather at five venues in the north and east of the island shortly before the start of the ICC World Twenty20



Location Map



View towards Cricket Pitch and Score Board



Spectator Pavilion

Description of Area:

Jaffna is considered to be the capital of the North as well as cultural hub. Under government control for last 15 years of the conflict, the city has stayed relatively intact.

St. Patrick's College is a nationally renowned school for both its academic and sporting achievements. Located in the center of the town the school is easily accessible and currently accommodates 1000 students, making it the largest venue of the five proposed.



Cricket Net

School: St Patrick's College, Jaffna



Location Map



View towards A9 Road



Cleared Land for Cricket Pitch

Description of Area:

Kilinochchi is located 30KM from North of Mankulam and was a significant stronghold of the LTTE during the conflict, changing hands between government and insurgent forces throughout the 26 years

Kilinochchi Central school remained open throughout much of the conflict, but had to relocate to temporary accommodation during the final stages of the fighting. Now back to full-time education the students are eager to continue their sports along with studies. Positioned on the A9 road the school is easily accessible from many areas.



Aerial view of site



Current Cricket Pitch



Location Map

Mankulam School

Description of Area:

Positioned on the A9, Mankulam is approximately 40KM of Vavuniya and 30KM South of Kilinochchi. The area was significantly affected during the 26 year civil war.

The Mankulam School was reopened in early 2011 & is the biggest in the region with 500 students in attendance. The school is the only facility to offer 'A' level study in he area and was previously renowned for its sporting excellence



Aerial view of site



View towards Hellpad



Location Map



View of pitch towards school



Wicket

Description of Area:

Vavuniya College is located furthest South of the five schools chosen to host the cricket tournaments. The town itself is a hub of activity, acting as the last stop for many going to the North. Although government controlled for much of the final stages of the war, the area was heavily fought over during the 26 years of conflict. Its inhabitants have suffered greatly and are now looking to rebuild their lives.



Aerial view of site



View of pitch towards road



Location Map



View towards School

Description of Area:

Oddusuddan is located within the Mullaitivu region, but unlike Mankulam, Kilimochchi and Jaffna it is not easily accessible. It therefore is often excluded from aid and the rebuilding effort.

The Mullaitivu region featured heavily in the final stages of the war with significant fighting and many lives lost last in the area. The Oddusudaan school students suffered greatly due to this as their education and everyday life was heavily disrupted, they are therefore desperately need of projects and programs which positively affect their livelihoods.



Aerial View of Site



Main Entrance to School

The format



- **20 over-per-side matches**
 - Six days of non-stop cricket
 - Morning match between 9 AM-12:30 PM
 - Afternoon matches between 1:30 PM-5 PM
- **Boys format**
 - Four group of three teams each
 - Top three from each group qualify for semi finals
 - Best runner up amongst three groups will qualify as fourth semi finalist
- **Girls format**
 - Two groups of four team each
 - Top two teams from each group qualifies for the semi finals
- **Master class coaching clinics**
 - One day at each tournament venue
 - Coaching tips by hand-picked international cricket stars and Sri Lanka Cricket coaching staff

The supporters



- The event is endorsed by Sri Lanka cricket legend **Muttiah Muralidaran**
- Other high profile supporters include
 - **Kumar Sangakkara and**
 - **Mahela Jayawardena**
- All have committed their strong support to the initiative
- ‘This is such an important initiative for the young people of Sri Lanka. I am delighted to be involved in spreading the message of peace and harmony throughout our beautiful country around the ICC World Twenty20’
- Kumar Sangakkara



Also involved are



- Foundation of Goodness
- UNICEF
- Room to Read
- Sri Lanka Army



The profile

- The event will be heavily publicized by the ICC in the build-up to the ICC World Twenty 20
- Further profiling will be achieved during the ICC WT20 through involvement of the young participants in tournament activities



The PR plan

- Launch Event
- 3rd Sep 2012
- Attended by Muttiah Muralidarana and current Sri Lankan players
- Attended by Sri Lankan Media
- VRN to be cut and distributed to global media



The PR plan.....

- Master class and Final match
- 10-11 September 2012
- Sri Lankan and International players to make an appearance
- Global media will cover the finals
 - Transport will be arranged
- ESS to broadcast the match edits
- ICC 360 will cover the event
- Images and videos will be released to global media



Interaction at the WT20

- Murali Harmony Cup kids will get an opportunity to train with professional cricketers
- Attended by global media,
- Images will be released to the media worldwide
- ICC 360 will cover the interaction
- England, New Zealand and Bangladesh have confirmed their participation



The legacy



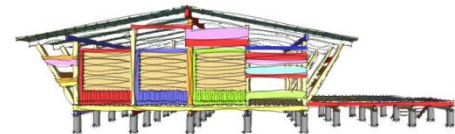
- Participation opportunities for the young cricketers
- A strong positive message about peace & harmony
- A much-needed physical legacy in the host towns
- The ICC will upgrade the sporting infrastructure of the host schools as part of its commitment
- This legacy can be enhanced further through the involvement of other partners

The opportunities

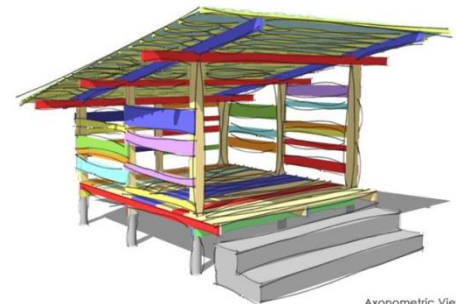
- Opportunities are available for partners to:
 - provide kit and equipment to the participating teams
 - provide sporting or educational equipment to the host schools
 - support the development of infrastructure at the host schools including cricket pavilions, scoreboards and educational facilities
- ICC Partners can become involved for as little as USD 10k
- All partners will be integrated into the operations and promotion of the event and its legacy before, during and after the ICC World Twenty20



Front Elevation



Rear Elevation



PERMANENT SEATING 3-D

Axonometric View

To get involved

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