

## Media Release

24 April 2019

### Howzat! merseyflow sponsorship boosts Runcorn Cricket Club



Runcorn Cricket Club is celebrating the start of the new cricket season with a new sponsorship deal with Mersey Gateway tolling operator merseyflow.

The deal will allow Runcorn Cricket Club to invest in new training kit for their senior squad and it means that players and supporters at Runcorn Cricket Club will be able to keep a very close eye on their successful run chases in the Cheshire UK Fast League as the sponsorship deal also includes a brand-new electronic scoreboard.

Runcorn Cricket Club is the town's only cricket club and has been running since 1873. It has English Cricket Board Clubmark and Focus Club status. In total it has eleven teams – four seniors and seven junior teams for boys and girls from the age of 6 and upwards.

It is based at Moughland Lane in Higher Runcorn and around 80 players use the ground every week.

The scoreboard and new training kit were unveiled on Easter Saturday at Runcorn's first game of the season, which saw the men's second team secure a winning draw against Mobberley collecting 15 points.

Neil Conway, Chief Executive Officer of merseyflow, said: "It's important for us to be part of the local community here in Halton and we're looking forward to being part of the team at Runcorn Cricket Club. Fingers crossed that all the teams have a successful season and that we get some wonderful British summer weather for everyone to enjoy the new cricket season."

David Barlow, Chairman of Runcorn Cricket Club, said: "Runcorn Cricket Club relies on voluntary support and we self-generate every penny of our income, so this kind of

sponsorship deal makes a massive difference to us as some of our biggest costs come from buying equipment like training gear, so I'd like to say a huge thanks to merseyflow for supporting us in this way."

Merseyflow is the tolling operator for the Mersey Gateway Bridge which opened in October 2017.

**ENDS**