



Elstow C.C.

Elstow Cricket Club

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PRESS RELEASE **THE ELSTOW ASHES 2009**

Love cricket but find yourself missing fast bowlers with big 'taches, Booney and Beefy physiques, outspoken opinions from players with as much character as facial hair, and the days when beer was the cricketer's isotonic drink of choice?

At Elstow Cricket Club, we have the answer. Over the weekend of 25th and 26th of July 2009 an Elstow Select XI will take on an Australian Invitational XI in a two-day Test to contest The Elstow Ashes.

To complement the big match, food and drink will be flowing throughout both days with a live band, entertainment and an auction on the Saturday night. With what we hope will attract large support and publicity, half of the money raised will go to charity and half to continue developing our young ol' boys section at the Club. *

The intention is for both teams to include a cricketing celebrity, while the Club is also looking for volunteers and sponsorship, so anyone willing to help out should get in touch. Failing that, please come and join us on 25th and 26th July for what will undoubtedly be a great weekend.

Our aim is simple: to provide a rollicking one-off weekend that celebrates the unique sporting rivalry that is The Ashes and all it entails... (And to prove our cricketing superiority by winning the coveted trophy!) **

The idea for this event arose due to the refusal by Warwickshire CCC to guarantee us our traditional 20 seats for this year's Ashes Test at Edgbaston. Driven by our love of Test cricket and England, Elstow CC has been block-booking tickets for the Friday of the Edgbaston Test Match every year since the early '90s.

This year, Warwickshire CCC informed us that despite our longstanding loyalty to Edgbaston and England, not only would the ticket prices for the 2009 Ashes Test be hiked up nearly 50% to £75 per day, but we would not be entitled to a group booking, and could buy a maximum of two tickets per person.

This left us in the position that if we did try to obtain tickets, they would be at an exorbitant price and we would likely not be sitting together, or even have tickets for the same day.

Unsurprisingly, the boys were gutted. Our bus driver Dave nearly broke down when he was informed that the annual trip to our cricketing Mecca was off. Our response, however, was unanimous: there was no way we would go to Edgbaston. Our letter of complaint didn't even get a reply...

And just when all seemed lost, one ol' boy had an epiphany. If Elstow could not go to the Ashes, the Ashes had to come to Elstow!

For information about the Elstow Ashes and to contact us, please visit our website, www.elstowcc.co.uk

For press and sponsorship enquiries please contact Phil Johnson on 07751692678.

* In deepest, darkest, rural Bedfordshire, '*young ol' boy*' denotes anyone under the age of the ol' boy using the term. For this press release, it refers to our youth section.

** If you believe differently then please feel free to visit Elstow CC over the weekend of the 25th/26th of July 2009 to put forward your case over a beer and a burger, and to support your team. You never know, it might rain and you Aussies can claim a draw!