



## **IN A LEAGUE OF ITS OWN**

### **South Wales Cricket League Celebrates its Second Over**

The SWALEC Premier Cricket League launched its second season on Wednesday 6<sup>th</sup> April at the SWALEC Stadium by welcoming two new clubs promoted into the top division of community cricket for 2011.

Bridgend and Mumbles have enjoyed a boost from local community feeder leagues after showing great potential last year. They will join Ammanford, Cardiff, Newport, Pontarddulais, Port Talbot Town, Sully Centurions, Swansea and Ynysygerwn in the battle for the League title from Saturday 30<sup>th</sup> April to Saturday 27<sup>th</sup> August.

Under the ECB Premier League umbrella and one of 25 similar League formats running throughout England and Wales, the SWALEC Premier Cricket League was developed to provide a high level of competition at club level and to help bridge the gap between club and county cricket.

Each team participating in the League is again assigned two Glamorgan Cricket players during the playing season to boost the standard of play.

Glamorgan Player, Mark Wallace, comments, "The introduction of the SWALEC Premier Cricket League last season has proved to be a great success. Personally it is a great pleasure to play for Port Talbot Town as well as the county side. There is a great camaraderie between the players and I hope that I can pass on some of the skills I have gained through training and playing with Glamorgan's county cricket side.

"It is also a vital boost for the community sport in Wales; for both the club teams and fans. It is so important to maintain competitive standards and the League has gone a long way to delivering testing and high quality cricket throughout the season."

Alan Hamer, Chief Executive, Glamorgan Cricket explained:

"We are delighted that the new community venture, the SWALEC Premier Cricket League, is going strong into its second season. It is vital that the community clubs are nurtured in order to improve standards and invest in rising talent."

“The SWALEC Premier Cricket League does not only provide valuable competitive arena for players in South Wales, but is also a breeding ground for the Glamorgan stars of the future.”

The inaugural League season proved a great success with cricket players, officials and fans alike and the support was marked in an exciting Twenty20 Final on Sunday 1<sup>st</sup> August 2010.

400 spectators pitched up to the SWALEC Stadium to watch the Sully Centurions take the double title- League and Twenty20 Final winners- in a great display of big hitting and outstanding fielding.

The Premier League secured a three-year sponsorship agreement with SWALEC, part of the Scottish and Southern Energy (SSE) Group, one of the UK’s largest energy companies and already a supporter of cricket in Wales through its venue sponsorship of Glamorgan Cricket’s stadium in Sophia Gardens.

SWALEC premier Cricket league Chairman, Paul Morgan, said, “Following the successful inaugural season in 2010 SWALEC Premier League clubs are completing their preparations for the 2011 season. There will be keen competition so succeed 2010 champions Sully Centurions Cricket Club. Joining that challenge in 2011 will be Mumbles Cricket Club and Bridgend Town Cricket Club, 2010 champions of the South Wales Cricket Association and the Glamorgan and Monmouthshire Cricket League respectively.”

“We are indebted to SWALEC and Glamorgan County Cricket Club for their support and will be continuing our aim of providing the highest possible standard of cricket outside the professional game. The participation of the Glamorgan players can only be of benefit to our clubs, players and officials. Our clubs are committed to the development of junior cricket and improving the standard of facilities for players and spectators.”

Alan Williams, Director of Energy Sales, SWALEC, commented:

“As a leading energy supplier in Wales, we are committed to supporting the communities in which we serve. Sponsorship is one way for us to do that. Our aim is to foster sporting talent and increase participation and enjoyment in the sports we support. We hope that the SWALEC Premier Cricket League will continue to provide a real stepping stone between club and county cricket and give fans with the opportunity to watch top quality cricket every week during the season.”