Barbados Cricket Association

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BCA AND BICO LIMITED ANNOUNCE EXCITING NEW PARTNERSHIP

The Barbados Cricket Association (BCA) has announced Barbados' first ice cream manufacturer, BICO, as the title sponsor of the Barbados National Under 15 Cricket Team as they embark on this year's Cricket West Indies Regional Under 15 tournament.

The Bds$75 000 sponsorship, which will be disbursed over the 2022-2024 period, was welcomed by the local cricket organisation. Funds will initially be disbursed to support the National team in the regional competition. Following this, BICO will become the Title Sponsor for the Under 15 Schools Cricket Competition from 2023 to 2024.

In his address at the media briefing revealing the sponsorship, the BCA's Vice President, Calvin Hope, said, "We see BICO's investment in our Under 15 National team as them recognising that there is tremendous value in supporting our youth."

Similar sentiments were echoed by BCA President Conde Riley who said he was, "excited for the future" and looking forward to "the positive impact this partnership between BICO and the BCA will have on the Under 15 competition".

Meanwhile, BICO's Sales and Business Development Manager, Dwayne Holmes, said the investment reflects the company's deepening commitment to community engagement, particularly in the area of youth development.

"We are honoured to sponsor the Barbados National Under 15 Cricket Team as they embark on this year's Cricket West Indies Regional Under 15 competition. As Barbados' first ice cream manufacturer we are accustomed to delighting Barbadians with our products. This time, we get to treat Barbadians by helping to develop the national sport and supporting the young players who will be its future champions," he said.

The BCA's CEO, Dr. Roland Toppin, and Director of Marketing and Communications, Steven Leslie, used the opportunity to commend the media for continued interest in and coverage of youth Cricket. They encouraged the media to showcase the local talent that will be on display during the competition.

The **CWI Regional Under 15 Tournmaent** will be contested in Grenada from August 18 to 28, 2022.

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Patron:
Her Excellency the Most Honourable Dame Sandra Mason, F.B., G.C.M.G., D.A., Q.C., L.L.D.
President of Barbados

President:
Mr. Condé Riley, G.C.M, O.B.E., A.C.S.