

Momentum Cricket Sixes launched

The Momentum Cricket Sixes will be kicking off the summer season in style with the must-attend social cricket event of the year at the Claremont Cricket Club in Cape Town on 14 December 2013. The event is presented by South African cricket stars Graeme Smith, Mark Boucher and Justin Kemp.



The tournament will see twelve cricket teams go head-to-head. Each team will consist of a ten man squad including a selection of current cricket legends such as Dale Steyn, Graeme Smith and Morne Morkel, as well as several renowned past players such as Shaun Pollock, Jonty Rhodes and Gary Kirsten to name a few. In an exciting twist to the tournament, teams will have the opportunity to bid for cricket legends for their teams at an invite-only cocktail function the night before the tournament with all proceeds from the auction going to charity.

The day will consist of plenty of cricket action, live entertainment by top SA performers GoodLuck, light afternoon jazz and will see the Mother City put her most fashionable foot forward to the dress theme 'Lords & Ladies - Summer Vintage Style'.

Development component

"After months of planning we are thrilled to finally launch the Momentum Cricket Sixes," said co-founder of the event, Graeme Smith. "The event has been a dream of ours for years and we are so excited to see it come to fruition. There aren't many opportunities for social cricket and professional cricket to come together and we felt this would be a fun and exciting way to make it happen."

Over and above the cricket tournament there will be a strong development component to the event. The player auction proceeds will go towards the Sporting Chance Development Foundation, an organisation that conceptualises and facilitates some of the country's biggest development sports programmes including calypso cricket and street cricket and offers bursaries to talented cricketers. Additionally Sporting Chance will be hosting a development cricket clinic on the day, which will give the opportunity for the cricket Legends to lend their skills to a group of less fortunate young cricket stars.

"When we came across the concept behind the Cricket Sixes, we jumped at the opportunity to get involved," comments Danie van den Bergh, head of Momentum Brand. "The event has the whole package - the chance to play with your favourite cricket stars, a day of elegance and entertainment for spectators, and most importantly for Momentum, the chance to give back to the community, inspire future cricketers and leave a legacy through this partnership with our nation's cricket legends. This sponsorship of the Momentum Sixes aims to further embrace cricket development in South Africa and we look forward to what lies ahead for the event in years to come."

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