



Press Release

Georgetown, Guyana – February 22nd, 2006 -Ten young cricketers from the Vreed-en Hoop Primary School will be displaying their cricket skills at the Providence Stadium during the lunch break at one of the official World Cup matches, having played their way to victory on Thursday afternoon in the Demerara Zone semi finals of the 2007 Kiddy's Cricket Competition.

This year's Kiddy's Cricket Competition, sponsored by Scotia Bank, in collaboration with the Guyana Cricket Board (GCB), the West Indies Cricket Board (WICB) and The United Nation's Children's Fund (UNICEF), got off to a rollicking start on Wednesday 21st, with the Cricket World Cup 2007 official mascot Mello and over 200 children from 18 primary schools in Demerara taking to the field in grand march past. This year's competition was launched under the Global HIV/AIDS Campaign theme "UNITE FOR CHILDREN. UNITE AGAINST AIDS" last Wednesday February 21st.

Wearing the bright red AIDS ribbon, Mello's participation in the Kiddy's competition is aimed at supporting the ICC/UNAIDS/UNICEF partnership to use the CWC 2007 as a vehicle to assist in combating HIV/AIDS, highlighting prevention and overcoming stigma and discrimination. As Mello wooed the children with his antics, he encouraged them to show love and give support to persons infected and affected by HIV.

Edgingout Goed Fortune by just one run Vreed-en-Hoop emerged the strongest team among St Angela's and Providence Primary which had all earlier qualified for the this semi final round. The games are being played at the Police Sport Club Ground Eve Leary.

The eighteen schools participating in this Demerara tournament were divided into four zones and played on a round robin basis with the winners of each zone qualifying for the semi-finals.

Eight teams will participate in the Essequibo zone scheduled to commence on February 27th while the Berbice zone will start on February 28th. The winners from these two zones along with the Vreen-en-Hoop group will have the opportunity to display their skills at the Super eight matches of the ICC Cricket World Cup, scheduled to be held in Guyana March 27- April 4.

"I really happy that we won and will be going the World Cup at the stadium, I feel like I'm a cricketer already and will do all the things like Sarwan and Chandrapaul", quipped a youngster from the winning team, who quickly ran off to continue celebrating with his peers.

Scotiabank Kiddy's Cricket was started in 2001 and has made significant strides since. It is played in 13 countries of the Caribbean and involves more that 1100 schools and more

than 65000 students. It is believed that Kiddy's Cricket is the primary tool to rekindle the game of cricket. It was complimented by the 'Clarence Goes to School' teaching resource. By integrating Cricket into the school's curriculum, the children will not only develop self discipline and confidence but will also help to ensure the preservation of a Caribbean heritage and identity.

UNITE FOR CHILDREN. UNITE AGAINST AIDS is a global awareness building, fund raising and partnership campaign led by UNICEF and UNAIDS that attempts to highlight the impact of the AIDS epidemic on children and encourage national programmes to address issues affecting children. Utilizing the popularity of sports, and especially cricket, to pass on important HIV prevention messages is one strategy being pursued locally through the support of this Kiddy Cricket Competition.

For more information:

Leslyn Thompson, Communication Officer
Tel. 623 7056; 592 226 7083; 227 3662; 225 9993
Fax: 592 226 5894 e-mail: lthompson@unicef.org

[Monica Sharma – Consultant](#)
Tel. 623 7056; 592 226 7083; 227 3662; 225 9993
Fax: 592 226 5894 shirisharma@gmail.com

Richard Hanif, Marketing Manager, LOC
Tel: 592 225 9626 e-mail: Richard.hanif@cricketworldcup.com

Mr. Ricardo Mc Klmon
Manager, Sales and Marketing
ricardo.mcklmon@scotiabank.com
Tel # 225-9222 ext 226

Melanie Thomas – UNAIDS
thomasm@unaids.org