



YOUTH SPORTS CHARITY WINS CELEBRATED PR AWARD 12-Nov-2009

On 3 November The Lord's Taverners won a prestigious PRCA Award in the Not-For-Profit (NFP) category. The accolade was in recognition of the Centurions Award which rewards young cricketers under the age of 18 scoring a century in an organised match.

The Centurions Award has gained nationwide media coverage through an innovative and dynamic PR campaign supported by the country's leading independent sport and entertainment marketing agency Capitalize.

The Lord's Taverners beat off stiff competition from Action for Children and Barnardo's to win the coveted award at the glittering awards ceremony which was hosted by BBC sports broadcaster John Inverdale at the London Marriott, Grosvenor Square last night. The PRCA Awards provides a showcase for the best that the UK's PR industry has to offer.

The Centurions Award caught the judges' attention with exceptional results from a highly successful PR campaign, which included national television coverage on BBC Breakfast and numerous regional media outlets, resulting in an ROI of 166:1.

The campaign was also supported by leading cricket product manufacturer Gray-Nicolls which endorsed the award in a promotional poster campaign featuring England captain Andrew Strauss, which was distributed to sports retailers throughout the country.

Since its launch at the charity's Centurions Dinner event in September 2008, held in honour of the 10 living batsmen who have scored 100 first class centuries, over 500 youngsters have been presented with a Centurions Award certificate signed by all living Centurions: Zaheer Abbas, Dennis Amiss, Geoffrey Boycott, John Edrich, Graham Gooch, Tom Graveney, Graeme Hick, Mark Ramprakash, Sir Vivian Richards and Glenn Turner.

