



Banks Holdings Limited

Wednesday March 12th, 2014

NEWS RELEASE

Windies in full pomp at the Oval

“England must understand we are the champions” declared a recent headline in one of Barbados’ leading newspapers in reference to Lord Kitchener’s 1963 calypso, Cricket Champions.

And on Wednesday, the West Indies offered a new generation of English cricketers a firm reminder.

With the start of the World Twenty20 Championship just around the corner, the defending champions romped to a five-wicket victory with seven balls to spare at the world-famous Kensington Oval thanks to some pin-point bowling and explosive, Caribbean-style batting.

Before a bumper crowd, the result ensured an unbeatable 2-0 lead in the three-match series following Sunday’s 27-run triumph at the ‘Mecca’.

“Both in the middle and in the stands, this T20 series in Barbados has been nothing short of phenomenal,” said Charles Walcott, category manager for Banks Holdings Limited.

Banks Beer is the ‘Official Beer Partner of West Indies vs England 2014’.

“The fans have been treated to some fantastic cricket and at the same time they have responded well to our activities at the ground. Before this series began, we felt that the West Indies Cricket Board’s ‘We vs Them’ campaign was firmly in line with Banks Beer’s identity as the Caribbean’s preferred lager of choice. To see the amalgamation come to fruition gives the entire BHL team immense joy.”

As the West Indies clobbered the Three Lions for 11 sixes and 10 fours during their batting innings on Tuesday, local fans found it hard to contain their glee, while the visitors did well to keep up their wry smiles.

“Thank goodness the beer is cold. It’s the only thing keeping us going,” said Daniel Banks of West Sussex.

“Despite England’s performance, the cricket, the weather and the beer has been fantastic. I can’t wait to put this series behind us so we can come back again. It’s been an absolute treat for us.”

<0>

For further information, please contact Group PR Manager Sophia Cambridge, 227-6705;

233-6627; scambridge@thebhlgroup.com