



PRUPROTECT AND YORKSHIRE TEA SIGN UP AS SPONSORS FOR CHANCE TO RIDE WITH MICHAEL VAUGHAN

- **PruProtect, the UK's most innovative protection provider, announced as headline sponsor for this major charity challenge**
- **Yorkshire Tea 'Little Urn' to provide refreshment along the route**
- **Former England cricket captain Michael Vaughan to cycle 462 miles in 12 days around One Day International venues to raise funds for Laureus Sport for Good Foundation and Chance to Shine**
- **Fundraisers who wish to participate should go to www.chancetoride.co.uk**

LONDON, April 25, 2013 – PruProtect, the award-winning life and protection insurer, has been confirmed as the title sponsor for the inaugural PruProtect Chance to Ride with Michael Vaughan (Chance to Ride) charity bike ride which takes place later this year.

Former England captain Vaughan will lead a host of stars and fundraisers on the event, which will raise funds for the **Laureus Sport for Good Foundation** and the **Cricket Foundation's Chance to Shine** initiative. Already confirmed to be taking part are Olympic gymnastics silver medallist **Louis Smith** and former England Test bowler **Phil Tufnell**.

Yorkshire Tea has also been appointed as a sponsor, with its 'Little Urn' van providing refreshments along the route.

Vaughan is looking for 50 fundraisers per stage to join him and his band of cricketers, commentators, sports stars and other celebrities on this unique challenge. He said: "I'm delighted that PruProtect and Yorkshire Tea have agreed to sponsor Chance to Ride and I'm delighted that these two great brands will be providing us with their support. The One Day Internationals are going to be a great way to end the summer and what better way to see them than by raising money for the Laureus Sport for Good Foundation and the Cricket Foundation's Chance to Shine? This bike ride is going to be so special and it's an absolute must for anyone who loves cricket and cycling."

PruProtect is one of the fastest growing protection providers in the UK. Their purpose is to protect and enhance the quality of people's lives. They do this by offering comprehensive protection products and a unique health and wellness programme called Vitality.

Vitality is designed to encourage individuals to take control of their health and wellbeing. When members use Vitality to get healthy they could even get money off their premiums.

PruProtect Distribution and Marketing Director Justin Taurog said: "We are extremely proud to be supporting Chance to Ride. As a leading provider of Life Cover and Serious Illness insurance we help our members live life well through our healthy living programme, Vitality. We're passionate about the positive impact sport and healthy living can have on people's lives. The charities Michael is raising money for are fantastic causes and we hope that together we can make a real difference."

Yorkshire Tea has a strong connection with cricket and earlier this year it signed a commercial agreement to become the 'Official Brew of England Cricket'.



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Registered Charity No. 1123385



Yorkshire Tea's marketing manager, Kevin Sinfield said: "As the official brew of the England cricket team and long-term supporters of cricket at a grassroots level, Yorkshire Tea is thrilled to be able support Michael Vaughan and the Chance to Shine and Laureus charities on this project. Our tea van, 'Little Urn', will be providing some much-needed refreshment during the riders' gruelling journey, which I'm sure will raise a huge amount of money for very good causes."

The Chance to Ride peloton will follow the England v Australia - NatWest One Day International series, starting at Headingley, Leeds, on September 6 and traveling to each of the venues before ending in London on September 17. Each of the four stages will include a healthy mix of cycling and a day (or days) at the cricket.

The Michael Vaughan bike ride is open to cyclists of all abilities and the organisers will provide training and fundraising advice to participants.

If you are interested in registering for any of the individual stages or taking part in the whole 12 day challenge and raising funds for Laureus and Chance to Shine, do not delay, please visit www.chancetoride.co.uk

Michael Vaughan's charity bike ride to improve children's lives through the power of sport. Funds raised will support Laureus Sport for Good Foundation and Chance to Shine campaign.

The itinerary for the ride is:

Stage 1

Friday, 6 Sept: First One Day International, Headingley, Leeds

Saturday, 7 Sept: Leeds to Manchester (80 miles)

Sunday, 8 Sept: Second One Day International, Old Trafford, Manchester

Stage 2

Monday, 9 Sept: Cycle Challenge at the Manchester Velodrome

Tuesday, 10 Sept: Manchester to Birmingham (91 miles)

Wednesday, 11 Sept: Third One Day International, Edgbaston, Birmingham

Stage 3

Thursday, 12 Sept: Birmingham to Brecon Beacons (86 miles)

Friday, 13 Sept: Brecon Beacons to Cardiff (55 miles)

Saturday, 14 Sept: Fourth One Day International, Swalec Stadium, Cardiff

Stage 4

Sunday, 15 Sept: Cardiff to Southampton (80 miles)

Monday, 16 Sept: Fifth One Day International, Aegaeas Bowl, Southampton

Tuesday, 17 Sept: Southampton to London (70 miles)

For more information please contact:

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Photo Archive: www.laureusarchive.com

Video Archive: www.laureusdigital.com

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Chance to Shine

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NOTES TO EDITORS

About PruProtect

Launched in September 2007, PruProtect is a partnership between Discovery, a South African insurer with a reputation for fresh thinking and Prudential, one of the most familiar and trusted financial providers in the UK. So, while our plans are groundbreaking and designed for the way people live their lives today, they still come with the stability and financial security of a company that's been successful for more than 150 years.

We offer a full menu of personal and business protection products from which customers can choose when building their protection plan. Whether customers are moving into their first home, starting a family, building a business or thinking about the inheritance they'll leave their loved ones, our range is designed to give them the cover they need.

At PruProtect we also believe that encouraging our members to lead a healthier lifestyle is just as important as looking after them when they are ill. So in addition to offering comprehensive cover, our plans come with Vitality - a healthy living programme. Vitality helps members get healthier and save money at the same time. The healthier members get, the more they get back from Vitality, including the opportunity to reduce their premiums. We are the only protection insurer to offer anything like it.

For more information visit pruprotect.co.uk

About Yorkshire Tea

- Yorkshire Tea is the fastest growing major tea brand in the UK
- Almost 5 million households in the UK buy Yorkshire Tea
- Yorkshire Tea blends over 12 million kilograms of tea each year
- Up to 30 different teas go into each bag of Yorkshire Tea
- Yorkshire Tea is the official brew of the England cricket team

The **Laureus Sport for Good Foundation** uses sport as the means to combat some of the world's toughest social challenges facing young people today such as juvenile crime, gangs, gun and knife violence, HIV/AIDS, discrimination, social exclusion, landmines awareness and health problems like obesity. Since its inception, Laureus has raised over €60 million to support its work around the world.

Before the Cricket Foundation launched **Chance to Shine** in 2005, fewer than 10% of state schools played competitive cricket. Seven years on, Chance to Shine has linked 1,000 cricket clubs to 6,500 schools and their specialist coaches have brought cricketing opportunities to 1.8 million state school children. Young people involved in the programme are also developing essential life skills and values, such as leadership, discipline, teamwork and understanding how to win and lose.

Charity Partners



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