



P&O Team Up With Network Ten and MCN To Celebrate Everyday Heroes During The KFC Big Bash League

December 18, 2017

P&O Cruises has hit a towering six with cricket fans by announcing a new partnership with Network Ten and Multi Channel Network (MCN) as a sponsor of the hugely successful KFC Big Bash League for the 2017-18 summer series, which starts Tuesday, 19 December, 2017.

The partnership also sees P&O launch the Homegrown Hero competition, which returns for a second year to recognise everyday cricket heroes.

This exciting competition, which has already kicked off, gives Aussies the chance to nominate someone from their local cricket club who makes an impact in their local community to put them in line for an opportunity to win fantastic P&O cruise prizes.

This new partnership will cover both the KFC Big Bash League and Rebel Women's Big Bash League, with the women's series already underway.

Nominating a Homegrown Hero is as simple as providing a photo of a local cricket club hero with an explanation online of why they are such a legend.

During the KFC Big Bash League series, 42 finalists will be selected, with one finalist and their nominator recognised by commentators during the innings break at each KFC Big Bash League match.

One lucky winner will be crowned the Homegrown Hero at the KFC Big Bash League final on February 4, 2018, receiving a 10-night P&O Discover Vanuatu cruise for two adults and two children. Their nominator will win a Comedy Cruise from their nearest port and a \$1,000 gift card toward their flights. Their local cricket club will also get \$1,000 in cash.

To support the competition, P&O Cruises is launching a marketing campaign led by Australian cricket legend and Network Ten commentator Adam Gilchrist who features in a 30-second TVC shot onboard Pacific Explorer, which asks Aussies: do you know an everyday cricket hero?

P&O Cruises Vice President of Sales and Marketing Ryan Taibel said P&O was thrilled to partner with one of the biggest sporting competitions of the summer.

"Cricket is Australia's national sport but it is also very much a grassroots community sport that we know our guests love, so it's fantastic to be able to partner with the KFC Big Bash League this summer to recognise the locals in the community that make such a positive impact on the game," Mr Taibel said.

Network Ten Executive General Manager, Revenue and Client Partnerships, Rod Prosser, said: "P&O Cruises and the KFC Big Bash League are all about providing Australian families with fun and entertainment, which is what makes this partnership so attractive. We are excited to be working with P&O Cruises this summer to promote the Homegrown Hero competition, which plays an important role in grassroots cricket."

The competition commenced on December 4, 2017 and ends at noon on February 4, 2018. To nominate a Homegrown Hero and for more information visit www.tenplay.com.au/P&O.

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