

THE JOE SAYERS CONNECTION...



The CK Cricket Heritage Project has teamed up with Pongo Cricket - the brainchild of Yorkshire CCC opening batsman Joe Sayers.

And the agreement will cover a range of matters.

Research Centre coordinator Dr Peter Davies will contribute a regular blog to Pongo Cricket - entitled 'Dr Cricket' - and BA (Hons) Sports Journalism students at the university will be encouraged to write about cricket on Sayers' innovative website, <http://pongocricket.com>.

Meanwhile, the White Rose star has written the foreword to *Two Men and a Blog: Cricket Diary 2009* - a new book written by Dr Davies and co-blogger Tony Hutton - and will also visit the Centre for a special Q&A session in 2010.

Dr Davies explained: "Joe has developed an excellent multi-platform website and we look forward to working with him and welcoming him to Huddersfield in the New Year."

Sayers is currently in South Africa with the England Performance Squad.

He said: "Pongo Cricket is a new and ground-breaking media platform especially for cricket.

"It allows players and cricket fans to contribute their own blogs, photos and videos about anything cricket-related.

"As the content is created by those who are closest to the game, it is the best possible reflection of cricket today.

"Pongo also acts as a virtual clubhouse - where fans can follow their favourite cricketers, and share their views with other fans - and media broker, which allows contributors to make a valuable income from the content they upload."