



Ontario Premiere League T20 (OPL T20)

"Canadian Cricket Diaspora Festival"

Media Release Jan 21st 2013

OPL T20 to build upon its success in 2013 as the new season begins with a call for draft registrations

New League colours, new logo, e-marketing, music of its own for the league as well for the teams and marketing videos are in the making

The management of the OPL T20 is pleased to announce the opening of the registrations for the 2013 season of the OPL T20. The registrations are open effective 21st January 2013 and will close on 10th February 2013. The players are invited to go on line and register on www.oplt20.ca.

In 2013, each team will be allotted 5 players by the management based on last year's performance, player availability and need to ensure that all teams are competitive will play important role in the distribution of the key players among various teams. Each team will pick 10 players plus 2 reserve players from the draft. The draft is tentatively scheduled for end of March 2013.

OPL T20 is currently in active negotiations with a media agency abroad that has excelled in the on line community management for leading international brands. Their engagement will focus on developing domestic and international following for OPL T20. OPL T20 has acquired its own music and is in the process of producing marketing videos for the league. A preview version of the music has been released on YouTube and is receiving great reviews (search using OPL T20" to review the audio). The official colours of the league have been finalised and so is the league jersey.

The main objectives of the OPL T20 (2013) are to synchronise all processes and move the league to a higher level of visibility and acceptance. Many of the processes in 2012 needed improvement such as definite dates and proper branding. Much of these improvements have been achieved and the potential for stakeholder returns such as sponsors and players is much improved. There is a growing interest in the league and its teams. All processes are directed towards OPL T20 achieving its branding objectives and providing cricket entertainment to the cricket followers from all walks of life.

Unlike last year, all matches will play between 6.00 to 9.00 PM on week days only. Disruption to the league schedules and player commitments will be avoided. The tournament is scheduled to play from 17th June to 1st of July 2013. The timing has been chosen to ensure that due to evening schedules, best days with longest daylight hours are when the tournament occurs.

TEAM OPLT20

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