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ICC announces Mondelēz International as official Confectionery Partner for the ICC Cricket World Cup 2015

MELBOURNE, AU – February 2, 2015 – The International Cricket Council (ICC) is pleased to welcome Mondelēz International in Australia and New Zealand as the Official Confectionery Partner with the ICC Cricket World Cup 2015.

The ICC Cricket World Cup 2015, together with brands Cadbury, The Natural Confectionery Co., Pascall and Sour Patch will be celebrated in retail outlets in Australia and New Zealand, connecting fans' passion for cricket with the popular confectionery brands.

Campbell Jamieson, ICC General Manager – Commercial, said: “We are pleased to partner with such an established brand as Mondelēz International for the forthcoming ICC Cricket World Cup and we are confident that fans across Australia and New Zealand will enjoy their products across all 14 stadia at the game’s most prestigious 50-over event.”

Sarah Calman, Manager Strategic Partnerships & Events ANZ Mondelēz International said, “We are proud to be associated with this event and excited about the opportunity to bring our brands and consumers together via one of the most highly anticipated sporting events in the world.”

About the ICC Cricket World Cup 2015

The ICC Cricket World Cup 2015 will start on 14 February with New Zealand taking on Sri Lanka in a day match in Christchurch, and Australia going head to head with England in a day/night match in Melbourne. Melbourne will also host the final on 29 March.

A total of 49 matches will be played across 14 venues, seven in New Zealand (Auckland, Christchurch, Dunedin, Hamilton, Napier, Nelson and Wellington) and seven in Australia (Adelaide, Brisbane, Canberra, Hobart, Melbourne, Perth and Sydney).

The format of the tournament is the same as the ICC Cricket World Cup 2011, i.e. two groups of seven sides each, quarter-finals, semi-finals and final. All the knock-out stage matches will have reserve days. Apart from the 10 Full Members, four qualifiers – Afghanistan, Ireland, Scotland and the United Arab Emirates – will take part in the tournament.

For more information on the ICC Cricket World Cup 2015, including team fixtures, please [click here](#).

The official tournament hashtag is #cwc15.

For tickets, please visit www.cricketworldcup.com

For further information, please contact:

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