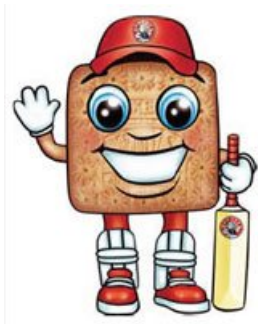


Bakers Mini Cricket hits the road



The Bakers Mini Cricket - heartbeat of South African Cricket road show will kick off at Parkview Junior Primary in Gauteng on Friday, 29 August 2008. The interactive show will travel around the country visiting primary and pre-primary schools to educate young boys and girls of all cultures and backgrounds about the game of cricket, health education - such as the benefits of a balanced healthy lifestyle, exercise and portion control - and the importance of tolerance, acceptance, self respect and respect for others. The road show, presented by Zinto Marketing, aims to encourage children, through a mixture of dance, music and the introduction of funky new Bakers Mini Cricket characters (who are set to become integral icons of the programme), to play sports as it has numerous health benefits and also builds self esteem and social skills such team work, discipline and sportsmanship. The launch of the show follows the successful 25-year celebration in May which earned the programme a place in the Guinness Book of World Records for having the most number of children playing cricket at one time.

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