



## Media Release

### Reliance Life Insurance, ICC and Room to Read launch Boundaries for Books campaign to 'hit illiteracy for a six'

- **Reliance Life Insurance will contribute Rs. 25,000 to Room to Read for every six hit in the ICC Cricket World Cup 2011 under the 'Boundaries for Books' campaign**
- **Every single six will provide at least 30 underserved children with access to fully functional libraries with local language and English books as well as trained teachers**
- **India captain, M.S. Dhoni, leading World Cup stars, including new Room to Read Ambassadors, Shane Watson and Angelo Mathews, as well as other top Indian cricketers, back campaign**

**Mumbai - February 16, 2011** - Reliance Life Insurance has joined hands with the International Cricket Council (ICC) and Room to Read – a global non-profit organization committed to promoting literacy and gender equality in education, to launch the 'Boundaries for Books' campaign.

Reliance Life Insurance, in a first-of-its-kind initiative - 'Boundaries for Books' - will contribute Rs. 25,000 for every six hit during the ongoing ICC Cricket World Cup 2011. This donation will be made to Room to Read, towards establishing libraries and providing local language and English books to underserved children across India. Every single six will ensure that at least 30 children get access to fully functional libraries with books and trained teachers, thereby catalyzing a long-term revolution amongst young minds that will lead the future of India.

Cricket fans and the public in general will have the opportunity to contribute to this fight against illiteracy, through convenient payment gateways, details of which will be announced shortly.

The announcement, which builds on the ICC's partnership with Room to Read that was unveiled last week, has received the support of a number of high profile players. These include Sri Lanka's **Angelo Mathews** and Australia's **Shane Watson**, who have become the first cricketers to become global Room to Read Ambassadors, while the likes of **Mahendra Singh Dhoni, Sachin Tendulkar, Ricky Ponting and Dale Steyn** have all recorded promotional messages for the 'Boundaries for Books' campaign.

"Reliance Life Insurance is delighted to launch the 'Boundaries for Books' campaign in association with ICC and Room to Read to hit illiteracy for a six. Introducing the minds of disadvantaged young children to the enchanting world of books and the learnings they will get from that rare experience is a joy and privilege for us", said **Amitabh Jhunjhunwala, Vice-Chairman, Reliance Capital Ltd.**



**India captain, Mahendra Singh Dhoni**, who along with the other 14 members of India's ICC Cricket World Cup squad have recorded promotional messages for Room to Read, added: "The 'Boundaries for Books' campaign is an opportunity for all of India to get involved and bring their love of their country and love of cricket together for the betterment of our children. If every six I hit will allow children to access books and libraries, then there is no better inspiration for me to play my best!"

**John Wood, Room to Read Founder and Board Chair**, stated "It is a matter of great pride that prominent organisations like Reliance Life Insurance and the International Cricket Council are partnering with us to combat the significant challenge of illiteracy. These organisations are investing their resources in building awareness and making a change. Room to Read is honoured to be a part of this campaign and looks to all cricket fans to play a role in ensuring that the next generation can build their futures on the foundations of a quality education."

Australia all-rounder and **Room to Read Ambassador, Shane Watson** said, "I am honoured to be associated with Room to Read and the 'Boundaries for Books' campaign during this year's ICC Cricket World Cup 2011. I first got into reading when I was about eighteen, and I now realise how important it is for everybody to have the opportunity to have access to books. Room to Read is making reading a reality for millions of children – as they say 'World Change Starts with Educated Children' – and I am committed to helping this organisation reach as many children as they possibly can."

**Angelo Mathews, Sri Lanka all-rounder and Room to Read Ambassador** said, "From the time the tsunami hit Sri Lanka, Room to Read has been with our children, ensuring quality education programs across the country. As an ambassador of this cause, I ask each of you to get involved and do what you can to make sure that the next generation is empowered with an education."

**Reliance Big FM**, with a special 'Hit illiteracy for a Six' segment, **Big Cinema, Big CBS and various other Reliance ADA Group platforms** will be used to reach across the masses. Prizes for top donors - such as invitations to an exclusive Reliance event in Mumbai with cricketers and other prominent personalities, signed memorabilia, photo opportunities and other incentives - will help propel the cause.

The public can stay informed about the campaign at [www.roomtoread.org/worldcup](http://www.roomtoread.org/worldcup). The payment gateway will be powered by HDFC.

#### **Notes on Fours and Sixes**

- In the ICC CWC 2007 there were 51 matches in which 1808 fours and 373 sixes were hit. That makes 35 fours and 7 sixes per match.
- In ODI cricket in 2010 (same format as the ICC CWC 2011) there were 142 matches in which 5219 fours and 820 sixes were hit. That makes 37 fours and 6 sixes per match.

#### **About Reliance Life Insurance Company Limited**

[www.reliancelife.com](http://www.reliancelife.com)

Reliance Life Insurance Company Limited is one of India's top private sector life insurance companies with business premium including renewal premium of over Rs 6,605 crore (as on 31st March 2010).

The company has sold over 7 million policies and has an Asset Under Management base of more than Rs 17,000 crore (as of 30th November, 2010).



It has an extensive distribution network of 1,247 offices and over 2,13,000 advisors (as of 30th November, 2010). Reliance Life Insurance offers a comprehensive range of innovative and need-based products, including protection, investment and retirement, targeted at individuals and groups.

Reliance Life Insurance Company is a part of Reliance Capital, a Reliance Anil Dhirubhai Ambani Company.

#### **About Room to Read**

[www.roomtoread.org](http://www.roomtoread.org)

Room to Read is a global organization seeking to transform the lives of millions of children in the developing world by focusing on literacy and gender equality in education.

Founded on the belief that World Change Starts with Educated Children, Room to Read works in collaboration with local communities, partner organizations and governments to develop literacy skills and a habit of reading among primary school children and to ensure girls have the skills and support needed to complete their secondary education.

Since 2000, Room to Read has impacted the lives of more than four million children in Asia and Africa and aims to reach 10 million children by 2015.

#### **About International Cricket Council**

The International Cricket Council is the governing body of world cricket. There are 105 ICC Members across the globe, with 10 Full Members, 35 Associate Members and 60 Affiliate Members. As part of its work, the ICC supports a number of community programmes including the Think Wise initiative, a HIV awareness programme with UNAIDS and UNICEF; the 'Great Spirit' programme, which supports project in Afghanistan, Bangladesh, India and Sri Lanka; and Room to Read, a charity that focuses on literacy and gender equality in education across Asia and Africa.

#### **For Media Queries**

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