

<http://www.indiaonline.com/Markets/News/Reliance-Life-Insurance-to-contribute-Rs-25000-to-Room-to-Read-for-every-four-in-Mohali-match/5118043700>

Reliance Life Insurance to contribute Rs. 25,000 to Room to Read for every four in Mohali match

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Every boundary in the match tomorrow 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” said Reliance Life Insurance.

Reliance Life Insurance announced that the company will be contributing Rs. 25000 for every four hit during the India-Pakistan semifinal match being held here tomorrow.

This is in addition to Rs. 25000 being contributed by the company towards every six hit during the World Cup matches as part of its “Books for Boundaries” initiative.

“To ensure that many more children win the fight against illiteracy, Reliance Life Insurance will contribute additional Rs. 25,000 for every four hit in the India-Pakistan semifinal match. Every boundary in the match tomorrow 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” said Reliance Life Insurance.

Reliance Life Insurance, in a first-of-its-kind initiative - 'Boundaries for Books' – had earlier announced that the company will contribute Rs. 25,000 for every six hit by any team during the ongoing ICC Cricket World Cup 2011. The initiative had been launched with the International Cricket Council (ICC) and Room to Read – a global non-profit organization committed to promoting literacy and gender equality in education.

As part of the initiative, the company has already collected Rs. 90 lakh to provide fully functional libraries, trained librarians and books for over 10,000 children.

Top three teams that have contributed most by way of hitting highest number of sixes till date are New Zealand – 34, West Indies – 33, India – 27.

Accordingly, players that have contributed most to the initiative by way of hitting maximum sixes include - LRPL Taylor (NZ) – 14, KA Pollard (WI) – 11, KJ O'Brien (IRE) – 9, SR Tendulkar (IND) – 8, AB De Villier (SA) – 7, SR Watson – 7, CO Obuya (KEN) – 7, V Sehwag (IND) – 7. Till date (before semi-final matches), the World cup has recorded 245 sixes and 1757 fours