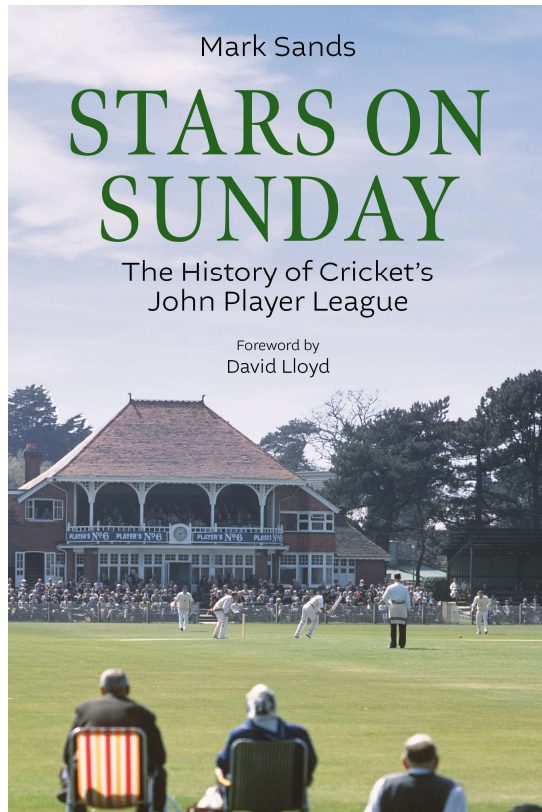




Title information



Stars on Sunday

The History of Cricket's John Player League

By Mark Sands

Key features

- Rich and colourful history of the John Player Sunday League – essential reading for all cricket fans
- How the pioneering matches played by the International Cavaliers in the 1960s created the template for the league
- Analysis of John Player's use of sports sponsorship in the face of advertising restrictions on tobacco
- The key matches and performances across the seasons, when packed crowds and large TV audiences avidly followed the league with thrilling last-ball victories and nail-biting races for the title
- Mark Sands is a member of Lancashire County Cricket Club and a qualified junior cricket coach
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Stars on Sunday: The History of Cricket's John Player League is a rich and colourful account of the ground-breaking domestic limited-overs competition. From the pioneering matches of the International Cavaliers to the formation of the league under the sponsorship of tobacco brand John Player, the book relives every season from 1969 to 1986, capturing the key matches, star performers and the exciting race for the title. Players and fans recall a time when sport on Sunday afternoons meant county cricket, whether attending a fixture in person or as part of the huge TV audience guided by the comforting tones of John Arlott and Jim Laker. From the early successes of Lancashire and Kent to the dominance of Essex in the 1980s, the John Player League hooked a generation of fans into the county game, with TV coverage that allowed new fans to quickly get to know the players and adopt new favourites. Whether reliving favourite cricketing memories or learning about the league that was a forerunner of the formats that dominate today's game, this book is a must-read for cricket fans of all ages.

Details

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