

Press Release

ITV Snap up England's Women Cricket Star Isa Guha to present IPL coverage

15th April 2011

England Women's Cricket Star Isa Guha has taken to the spot light, presenting coverage of the Indian Premier League (IPL) on ITV.

The IPL is a professional league for Twenty20 cricket competition in India. It is currently contested by 10 teams consisting of the best players from around the world. According to global sports salaries review, the IPL is the second highest-paid league, based on first-team salaries on a pro rata basis, second only to NBA.



On 4th March 2010, ITV announced it had secured the UK television rights for the tournament, televising 59 of the 60 IPL matches on its ITV4 free to air channel.

Isa made her television debut on Saturday 9th April, sitting on the sofa with ITV Sport's primetime presenter Matt Smith, commentating on the Rajasthan Royals beating Deccan Chargers and Royal Challengers Bangalore beating Kochi Tuskers Kerala.

This is the first time that a female England Cricket player has commentated for ITV Sport. Isa will undertake the combined role of co-presenter and panellist until the IPL final on 28th May, 2011.

The British Asian Trust ambassador and former model spoke to Total Sport Promotions about her new role: *"I'm absolutely thrilled to be given this opportunity to co-present one of the world's most exciting cricket tournaments, I can't wait to see how this year's IPL unravels. On a personal level it's going to be great working on a project so close to my heritage and helping bring this spectacle to the British public."*

Isa Guha, 25, has enjoyed success with England Cricket since the age of 17 where she made her ODI debut against India in a Quad Series. She is currently the highest ODI wicket taker within the England team with 98 wickets, and 7th in the all time career wicket list in international women's cricket.

After playing a significant role in the victorious 2009 ODI and T20 World Cup team as well as retaining the Ashes, Isa continued to bring success to the England team in 2010. Her achievements in international cricket and impressive sporting resume sparked interest from both ITV and Indian network sport producers, resulting in a presenting contract covering the 2011 IPL. Her expertise in the field of cricket and natural flair for presenting spurred the networks to spot her potential and she has received nothing but praise after her first stint for ITV alongside Matt Smith.

Isa follows in the footsteps of the likes of Annabel Crofts and Sally Gunnell, who both made a successful transition from international sport to broadcasting in their respective fields. The young role model is a highly respected figure within the cricket world and the British Asian community, and should prove to be an extremely popular choice with the viewers. She is an Ambassador for 'Sporting Equals' and 'The British Asian Trust' and has the ability and potential to change the face of British cricket broadcasting.

Total Sport Promotions would like to wish her the best of luck in this new and exciting role.



To secure an interview with Isa, images or for more information please contact:

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