

World Cup brief for Midlothian company

A Midlothian-based company will help deliver sports presentation for what is expected to be the third most-watched sporting event in history.

The ICC Men's Cricket World Cup (CWC19) will be staged in England and Wales from May 30 to July 14 and 48 one-day internationals will be held in 11 arenas between ten competing nations.

An estimated 1.5 million fans expected to witness the live matches.

And Red Sky at Night Events (RSANE) will help deliver fan activation and sports presentation on all match days.

They include walking routes from city centre hubs to stadia, off-pitch stadia concourse and fanzone areas and in-bowl activities.

This covers everything from the opening ceremony to pre-match and mid-innings entertainment to multi-media content production and energising the in-match atmosphere.

Jenny Gilmour, a director of the Lasswade firm, said: "The sheer range of fan engagement fielded by CWC19 has required a vast amount of planning and, to help us deliver on matchdays, our teams will be supported by the World Cup cricketers and the volunteer army.

"From innovative digital and social interactions to fun-packed activity areas in the stadia concourse to selfie-walls, kid-

friendly materials and in-match entertainment, our mission is to deliver fans an unforgettable and high-octane match day experience.”