



Welcome to 'Inside Lord's' – your gateway to the Home of Cricket

Date: 17 September 2024

Release time: Immediate

- An integrated destination for fans around the globe to enjoy and experience Lord's in a new way
- Inside Lord's subscribers to have access to host of benefits, both digital and at Lord's
- Three levels of subscription, with the first level at no cost, to allow access to all

Marylebone Cricket Club (MCC) has today announced it is launching a new digital platform – Inside Lord's – offering cricket fans worldwide exclusive benefits and unrivalled access to the best the Club and Lord's has to offer.

Launching on 1 October, Inside Lord's will be the first of its kind in global cricket. Subscribers will be able to access content and a host of benefits, both digitally and at Lord's, from priority access to selected international match tickets, discounts and offers, online coaching masterclasses by cricket legends, and much more.

Inside Lord's allows subscribers worldwide to feel closer than ever before to Lord's. It's a unique initiative in cricket's digital space, centralising benefits into one integrated destination to enjoy and experience Lord's in a new way.

Subscribers can choose from three different levels of access to Inside Lord's allowing crickets fans around the world to step inside the virtual world of one of cricket's most loved grounds, at a level that suits them.

- **Inside Lord's** is free to all who sign up and provides access to Lord's online content year-round including iconic match highlights and player interviews. Subscribers will also have the option to buy one-off virtual events and experiences and online coaching masterclasses.
- **Inside Lord's+**, builds on the free package adding unlimited access to new and exclusive content, virtual events and experiences, online coaching masterclasses, a £10 welcome gift and a 10% discount for the Lord's shop online.



- **Inside Lord's Premium** builds on the Inside Lord's+ package, with greater access to in-ground offers at Lord's and benefits including discounts across retail, food and drink, as well as Tours of Lord's. Inside Lord's Premium subscribers are also entitled to priority ticket access on a first come, first served basis for selected international match tickets during a set 48-hour period before the tickets go on sale to the general public, and after the MCC Members' ballot.

For detailed information on each level of subscriber access [click here.](#)

Andy Muggleton, Commercial Director at MCC, said: "We're delighted to be launching Inside Lord's to bring all the benefits of the Home of Cricket to millions of cricket fans around the world. It's a key priority of the Club to advance our digital offering and give greater access via innovative and easy to use platforms. As of 1 October, you can digitally go behind the scenes at Lord's like never before and we're excited to welcome our UK and global cricket fans to the Home of Cricket in this new way."

Inside Lord's launches on 1 October – [click here to register your interest.](#)

-Ends-

Notes to editors:

About Marylebone Cricket Club

Founded in 1787, MCC is recognised as the sole authority on the game's Laws. There are approximately 18,350 Full and 6,000 Associate Members of MCC.

At our heart is Lord's, the Home of Cricket. Taking care over every detail, we're dedicated to growing its reputation as the most celebrated and admired venue in cricket. Everything we do is for the good of the game; from working with local communities to growing cricket's global influence.

About Lord's Cricket Ground

The first match ever played at 'Lord's Cricket Ground' was in 1787, when businessman, Thomas Lord set up a new ground in what was then known as Dorset Fields. Moving twice since then, in 1811 and 1814, Lord's Ground has resided at its current location in St John's Wood for over 200 years.

As well as hosting some of the most memorable international matches in history, Lord's has recently hosted the finals of both the Men's and Women's ICC Cricket World Cup. In 2017, England's women defeated India in a thrilling final and 2019 saw England's men claim victory over New Zealand in a dramatic super over, creating sporting history as 'the greatest cricket match ever played'.



For more information please contact:

Gill Hawkes

Senior Communications Manager

Lord's Ground

Mobile: 07950 931 575

Email: gill.hawkes@mcc.org.uk