

ed in the right direction. “This year, we won three Under 19 titles, the women’s T20, and the men’s T20,” she says. “In the next two years, we’d like to do the same. We’d also like to win the World Cup for the Over 50 championship. So as the competition comes up over the next years, we’d like to win and go up in the rankings – say be in the top three.” In order to fill the upper ranks of the sport, the WICB starts it players young. With its corporate partners, it sponsors Kiddy Cricket in the schools and Youth Development programs at the community level, throughout the Caribbean.

Cricket is not yet a popular sport in the U.S. - it’s primarily played by migrants from the West Indies on both the east and west coasts, at the amateur and club level. Over the years, several attempts at forming pro-

fessional enterprises have failed due to lack of interest and/or finances. But Muirhead believes that could change. “We have been having preliminary talks with NCAA (National Collegiate Athletic Association) about introducing cricket in schools and colleges in the U.S.,” he says. “There is a governing body in the U.S. called USACA – the United States Cricket Association. So, we do have a presence in the U.S., which we are trying to develop. We see that as our biggest emerging market, and we have been seeking to promote the game much more in the U.S.”

Muirhead adds that the WICB is also talking with the International Olympic Committee (IOC) about the possibility of adding cricket to the 2024 Games. The first and last time cricket was played in the Olympics was in

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