

July 19th, 2024

HSBC partners with Somerset Cricket Club for the 2024 Cup Match Classic

Cup Match fever is alive and well at HSBC, as it celebrates its 17th year as lead sponsor of the biggest local sporting event of the year.



L-R: Richard Scott, President, Somerset Cricket Club, Tanya Bule, Head of Wealth, Personal Banking and Marketing, HSBC Bank Bermuda Limited and Mishael Paynter, President, St. George's Cricket Club

“The Bank’s relationship with Cup Match over the years is one that we truly value,” as shared by **HSBC Bermuda’s Head of Wealth, Personal Banking and Marketing, Tanya Bule.**

“Beginning weeks before the actual two-day event, employees busily prepare for what always proves to be one of Bermuda’s most exciting sporting highlights of the year.

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“Apart from being a great opportunity for the island to come together, Cup Match continues to provide HSBC Bermuda and our employees with unique ways in which to connect with and give back to our community whilst also recognizing our history and our heritage. In addition to supporting the event through sponsorship, the opportunity for our employees to participate in the activities is one of the highlights of our employee engagement activities.”

This year’s activities will see the return of some of the familiar favourites that the public have come to expect from HSBC’s sponsorship with a few changes, starting with the following **‘Branch Parties’**:

Monday, July 29th – from 12:00 pm at the St. George’s Branch

We will be giving away Snowballs, Glam Pop popcorn and the famous Cup Match flags, with DJ Markie T adding to the celebratory atmosphere.

Tuesday, July 30th – from 12:00 pm at the Somerset Branch

Join us, along with DJ Juggling Jay, as we give away Snowballs, Glam Pop popcorn and more Cup Match flags.

Wednesday, July 30th – from 12:00 pm at the Harbourview Branch

Celebrations move to Hamilton where employees will give away Snowballs, Glam Pop popcorn and the last of the Cup Match flags in the Branch and on the street during the **‘HSBC Cup Match Motorcade’**.

The Motorcade will start at 12:00 pm and circle Hamilton twice, giving the public the opportunity to engage with employee volunteers on the route as they distribute the giveaways. Joining us on the Motorcade will be DJiBreeze.

Here is what the Club Presidents had to say:

Richard Scott, Somerset Cricket Club - “Somerset Cricket Club, host of the 2024 edition of “The Cup Match Classic,” are thankful to once again partner with HSBC - lead sponsor of Bermuda’s Premier sporting event. We welcome everyone from near and far to 6 Cricket Lane, to partake in the festivities as we celebrate “Cup Match”, our local tradition like no other. This prestigious event recognizes the Emancipation from Slavery.”

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Mishael Paynter, St. George's Cricket Club - "The St George's Cricket Club would like to thank HSBC Bermuda for their continued support as the lead sponsor of the Annual Cup Match Classic. We hope this holiday can help bring the people of Bermuda together as we look forward to two days of expression, collaboration, celebration, and good cricket."

In closing, **HSBC Bermuda's CEO Steve Banner** said: "HSBC is delighted to once again support this very special sporting highlight of the year. Our long-standing association with Cup Match and the activities we engage in, both leading up to and during the two-day event, enable us show appreciation to our customers and employees. It is always wonderful to see the community coming together.

"It is also an opportunity to not only acknowledge important dates in Bermuda's history but also spend quality time with friends and family, either at the game in Somerset or however else we choose.

"On behalf of HSBC Bermuda, we wish everyone a great and safe Cup Match ... and as always, it should go without saying ... *may the best team win!*"

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Media enquiries to:

Angela Cotterill

(441) 299 6956

angela.cotterill@hsbc.bm

Notes to editors:

1. HSBC Holdings plc

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