



Caribbean Cricket Podcast To Cover CST20

One of world cricket's leading podcasts, the Caribbean Cricket Podcast (CCP), will cover this year's Cool and Smooth T20 tournament, set to bowl off on April 13th in Antigua. The podcast covers West Indies cricket and provides a way for the West Indian diaspora globally to stay in touch with the West Indies team while maintaining their fond appreciation for the sport. CCP has developed a massive following worldwide and has surged to the top of the cricket podcast charts in the last few months. Currently, over 4,300 people subscribe to them on YouTube, and the podcast recently crossed 11,000 followers on Twitter as it continues to grow its reach.



For the tournament, CCP will be providing exclusive interviews with both local and overseas players, hosting Twitter spaces during matches, and providing weekly wrap ups on their YouTube channel to allow fans to keep up with all of the action.



Public relations officer Nikhil Uttamchandani spoke on the importance of having a podcast like the Caribbean Cricket Podcast on board for this year's tournament:

“Since the COVID-19 pandemic, CCP has stood out due to their objective and comprehensive coverage and analysis of West Indies cricket. They have also made a massive commitment to covering the regional game, and we believe this makes them the perfect fit to boost the Cool & Smooth T20. The partnership ensures their large and growing fan base worldwide, as well as the thousands of West Indian diaspora, can stay in touch with the Caribbean by discovering what the CST20 and, by extension, Antigua T20 cricket has to offer.”

Co-host of the podcast Santokie Nagulendran spoke about the willingness to partner with the CST20:

“The Cool and Smooth T20 Explosion is a popular and exciting tournament that continues to grow and grow every year, highlighting the amazing local talent in the Caribbean and attracting star overseas players, we at the Caribbean Cricket Podcast are excited to be covering the tournament over the coming weeks.”

Stay tuned to the social media pages of both the Caribbean Cricket Podcast and the Cool and Smooth T20 tournament for more information.

(ENDS)

