

Princess Auto Recognized with Naming of Cricket Field at Assiniboine Park

For immediate release: Winnipeg, November 12, 2024 – The Assiniboine Park Conservancy (APC) is pleased to announce the signing of a new 10-year agreement that will be recognized with naming of the Princess Auto Cricket Field at Assiniboine Park.

A major upgrade of the Park's cricket facilities to professional standards was completed over the past spring and summer. The redevelopment project included redesign of the existing field to create two full-size cricket pitches, turf replacement, and installation of a new irrigation system. New batting and bowling cages will be completed later this year.

"We are very pleased to support the continued growth of competitive cricket in Manitoba through the redevelopment of Assiniboine Park's cricket facilities and grateful to Princess Auto for their community leadership and generous support of this project," said Ray Karasevich, President & CEO, Assiniboine Park Conservancy.

Cricket is tremendously popular, second only to soccer as the most watched sport worldwide. It's popularity in Canada is on the rise, with research showing it to be the fastest-growing sport in the country.

Assiniboine Park has been home to competitive cricket since the establishment of the Manitoba Cricket Association (MCA) in 1937. Participation in cricket in Manitoba has grown steadily over the years and there are now more teams and players in our province than ever before. APC's partnership with the MCA continues to thrive and will grow as a result of these facility improvements, which will reinforce the Park's reputation as the premiere cricket venue in Manitoba, support the development and training of cricket athletes, and increase opportunities to host local, regional, provincial, national, and international tournaments.

"As a Winnipeg-based company with nearly 100 years of history, it's important that we're active in the community where we live and serve. We're excited to partner with the Assiniboine Park Conservancy to play a small part in creating great experiences for Winnipeggers," said Ken Larson, President & CEO, Princess Auto.

While the facility upgrades are nearing completion, the new turf will need time to settle and be fully established before it can stand up to regular use. Active play is expected to resume in 2026.

The enhancements to the Princess Auto Cricket Field were also made possible with support from the Province of Manitoba, City of Winnipeg, and Mondetta Canada Inc.

About Princess Auto:

Princess Auto is a private, Canadian-owned company that has been providing tradespeople, farmers, inventors, industrial workers, and hard-working Canadians with tools and equipment for nearly 100 years. Team Members strive every day to provide unrivalled customer service and exceptional value through over 55 stores coast-to-coast, a National Call Centre, and an online store. No princesses or autos – just great deals on a unique assortment of tools and equipment.

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