

## OAKLEY UPLIFTS UK SPORTING COMMUNITIES IN PARTNERSHIP WITH CRICKET ICON JOFRA ARCHER

*AS THE SUN SHINES BRIGHT THIS SUMMER, OAKLEY REMINDS PEOPLE TO #BEWHOYOUARE –  
SUPPORTING FUTURE GENERATIONS VIA A CHARITY DONATION TO THE LORD'S TAVERNERS.*

**26<sup>th</sup> July 2021, London, England** - Today, Oakley® has announced a new partnership with England cricket's fire-starter and one of the sport's most enigmatic characters, Jofra Archer. To celebrate the partnership, Archer will play the lead in Oakley's latest 'Be Who You Are' video alongside further members of the UK Oakley collective, Tom Knox and Shuhena Islam. Additionally, Oakley will support future generations through a charity kit donation and encourage people to take to the streets to play England's national summer sport.

A rare look behind the curtain of a player fundamental to his national teams' success in recent years. Archer is the epitome of Oakley's 'Be Who You Are' mantra. An easy-going personality who enjoys playing video games off the pitch, his laid-back demeanour masks an athlete who's one of the fiercest competitors on the field. A juxtaposition that continues to shock those who dare doubt his generational talent.

Never fully dressed on the pitch without his trademark gold chain, it might be another part of Jofra's uniform that grabs the spotlight this summer as he takes to the field in frames designed to reshape sport-performance eyewear. Styles include the all-new Encoder™ that feature Prizm lenses to power performance by defining every little detail, even during the most fast-paced activities.

Exploring what makes them stand out within their sport, and their lives outside of it, Jofra is joined by London skater Tom Knox and cyclist Shuhena Islam in Oakley's latest video. Tom, balancing being a father of three whilst globetrotting as an internationally renowned skate pro. Shuhena, on a mission to get more women and people of colour on two wheels, paving the way for Muslim girls in hijab to be confident, fierce, and own the roads.

Spreading intrigue and excitement whilst sparking new sporting friendships, Oakley will bring Archer's 'Be Who You Are' story to life by reviving one of Cricket's historic pathways into the sport. Revealing spray painted wickets in hidden locations throughout London for people of all ages to enjoy one of the fastest and fun forms of the game, street cricket.

200 Oakley cricket sets will also be donated to UK charity – the Lord's Taverners. Supporting programmes that empower disadvantaged and disabled young people to fulfil their potential and positively impact their communities through cricket.

Discover more about Oakley's all-new Encoder at [Oakley.com](https://www.oakley.com), Oakley retail and select wholesale partners.