



The Giant of Twenty20 Cricket Joins The Men of PR

Living up to its reputation as the new PR force to be reckoned with in Adelaide, as it announces its latest coup: a partnership with the world's best T20 cricket player, Kieron Pollard. Kieron Pollard is literally a giant international cricket sensation. At 6'4" he continually wows crowds worldwide with his aggressive style of play and ability to hit a ball cleaner, harder and further than anybody else. A right-handed all-rounder, Pollard, at 24, has already been touted as the hallmark of what a modern cricketer should be. He has impressed wherever he has played (most noticeably in Australia (Adelaide Strikers), India (Mumbai Indians), the Caribbean (for Trinidad & Tobago) and the UK (Somerset)), and is regularly being awarded the Player of the Tournament silverware. Adelaide fans reserve a real affection for the affable Pollard, and were quite disappointed when a hamstring injury kept him out of the latest Big Bash for the Strikers. The partnership encompasses all off-field endorsements and sponsorship proposals for Pollard, worldwide. It's a massive coup for the Six Sides team, one that director Damian Triffitt says will flex every platform of their multi-faceted PR firm. "Kieron is a super-star of the modern game," he says, "We cannot wait to convert every possible off-field opportunity for him." Pollard joins an impressive list of athletes already represented by Six Sides Management. Combined with their growing list of talent identities, it is clear that the Adelaide based PR firm is going places. "We still focus on what works best for us," says director Luke Tregloan, "Personal service, clever ideas and open communication. We do what's best for our clients, even if it means the occasional trip to Bangladesh!"

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