

HSBC SINGAPORE RUGBY SEVENS

13 & 14 APRIL 2019
NATIONAL STADIUM



FOR IMMEDIATE RELEASE

HUGE ENTERTAINMENT LINE UP ANNOUNCED FOR FINAL EDITION OF HSBC SINGAPORE RUGBY SEVENS



From left to right - Singapore Sports Hub CEO, Oon Jin Teik, Singapore Rugby Union Vice-President, Martin Williams, and Sport Singapore CEO Lim Teck Yin pose for a photo with eight children from local rugby clubs at the HSBC Singapore Rugby Sevens Press Conference

18 February 2019 – The 2019 edition of the HSBC Singapore Rugby Sevens is poised to be the best yet with organisers, Sport Singapore and Singapore Sports Hub, unveiling a series of exciting programming and entertainment acts when the series stop here on 13 and 14 April, targeting families, youth and event goers.

DreamWorks headlines the huge array of family entertainment with a host of immersive and interactive experiences ranging from a stage appearance by Poppy and Branch from the DreamWorks *Trolls* franchise; curated fun-filled activities; as well as meet and greets with some of the most beloved characters from the DreamWorks' portfolio including *Trolls*, *Shrek*, *Kung Fu Panda*, and more. Patrons will also be able to enjoy free all-day screenings of DreamWorks television series such as *Trolls: The Beat Goes On!* and *Dragons: Race to the Edge* (all currently available on DreamWorks channels 307 and 606 on StarHub TV).

The event is set to bring extreme energy and fun to the vibrant Singapore Sports Hub, promising something for the entire family to enjoy, whilst experiencing world class rugby action from the world's top 16 men's sevens teams.

Mr Lim Teck Yin, CEO of Sport Singapore said, "A weekend at the Singapore Rugby Sevens is one that promises not only world-class sporting action but also fun-filled activities for the whole family. Year after year, we see many friends and families coming back because they have enjoyed themselves and are thrilled by the world-class rugby action on show. If you have yet to experience the Sevens, I would like to urge your family, colleagues and friends to come together to experience it. If you are one of the regulars, we thank you for adding to the energy and fun-filled experience. This is rugby and much, much more!"

In addition to a star-studded line up of immersive family entertainment and world class rugby, fans will also be treated to a huge line up of music and entertainment. Headlining Saturday will be legendary several-times platinum American band, Smash Mouth, known for major hits such as *All Star*, *Can't get Enough of You Baby*, *Walkin' On the Sun* and *I'm a Believer*. On Sunday, the band from the original cast from Broadway's five-time Tony Award nominated musical *Rock of Ages*, which was turned into the hit movie, will perform a set of 80's rock classics that will have the crowd singing along.

Event organisers will also launch the exciting new Singapore Sevens Splash Party as part of the event, featuring a long list of acclaimed artists across the two days of the event, which will be announced soon. This will take place next to Singapore Sports Hub's Splash-N-Surf, where patrons are invited to get wet! There will also be live performances from well-known local acts, roaming entertainment and a fully curated Big Screen show throughout the day, which will include chances to win a range of money can't buy prizes and experiences by simply purchasing a ticket and attending the event.

All of this, plus the World's best Sevens Rugby, is included in the ticket price.

CEO of Sports Hub Pte Ltd, Oon Jin Teik said, "Spectators at the HSBC Singapore Rugby Sevens will be getting more than just world-class rugby action when they attend the event in April.

For the tournament this year, we will activate new spaces at the Singapore Sports Hub to showcase a mix of content that aligns with our unique Sports, Entertainment & Lifestyle value proposition. This will include multiple experiential zones for kids, enhanced food and beverage areas, and plenty of delightful entertainment and musical acts to create a rugby festival for the family.

It is a fantastic opportunity to showcase the National Stadium and its surrounding precinct spaces as one of the world's greatest sporting venues that has the design and unique platforms to provide a robust entertainment menu for spectators of all ages."

Spectators to the HSBC Singapore Rugby Sevens can expect yet another year of thrilling action on the field. The Singapore leg has featured some of the most memorable Sevens Tournaments in the Series over the past three editions. Underdog teams, Kenya and Canada won the first two editions, whilst 2018 concluded in dramatic fashion when Fiji triumphed over Australia by the slimmest of margins in what will be remembered as one of the great Sevens matches.

World Rugby Chairman Bill Beaumont said, "The HSBC World Rugby Sevens Series is a sporting event like no other, it not only showcases the best sevens teams in the world but also delivers an exciting and unique experience for fans at each round, as the series moves around the world.

“Singapore Sevens is no exception, since being awarded hosting rights in 2015 the event continues to evolve and grow, offering something for new and existing rugby fans alike. With this year’s fan engagement programme including a variety of family themed events, there will be something for everyone to enjoy alongside the highly competitive rugby sevens action on pitch across the weekend.”

Singapore is in its final year of hosting a stop of the World Rugby HSBC Sevens Series and while organisers have submitted a bid to continue to host the event beyond 2019, the sports governing body, World Rugby, has yet to make any official announcement. Spectators to the final edition of the 2019 HSBC Singapore Rugby Sevens can expect an entertainment line-up and festival-like atmosphere that will be the biggest and best so far.

Mr George Danapal, Chief Operating Officer of Singapore Rugby Union said, “Very few sports get the spectators’ adrenaline going like Rugby Sevens. Coupled with the array of activities line-up for the family, we look forward to seeing more people and families being part of the event and to growing their interest in the sport. The 2019 Singapore 7s promises to be an exciting weekend of rugby and family fun filled activities. SRU urges all rugby fans and the rugby community to get their tickets early and look forward to an even greater weekend than the previous editions.”

Family and early-bird packages are available and on sale from \$19 for youth and \$29 for adults. Early bird discounts are available till 28 February 2019 via the Singapore 7s website www.singapore7s.sg Sports Hub Tix website www.sportshubtix.sg, hotline +65 3158 7888, Sports Hub Tix Box Office at Singapore Indoor Stadium, The Star Performing Arts Centre Box Office, Scotts Square Concierge Desk, and all SingPost outlets.

Event Details

Venue: National Stadium, Singapore Sports Hub

Date: 13 – 14 April, 2019

For media enquiries, please contact:

Ronda Ng Doswell

Email: ronda@fullcirclepr.co

Mobile: 91522842

Ashton Smith

Email: ashton@fullcirclepr.co

Mobile: 87795162

About Sport Singapore

As the national sports agency, Sport Singapore’s core purpose is to inspire the Singapore spirit and transform Singapore through sport. Through innovative, fun and meaningful sporting experiences, our mission is to reach out and serve communities across Singapore with passion and pride. With Vision 2030 – Singapore’s sports master plan, our mandate goes beyond winning medals. Sport Singapore uses sport to create greater sporting opportunities and access, more inclusivity and integration as well as broader development of capabilities. Sport Singapore works with a vast network of public-private-people sector partners for individuals to live better through sport.

To find out more, visit SportSG's websites www.sportsingapore.gov.sg and www.myactivesg.com. Follow SportSG at www.facebook.com/myActiveSG and www.youtube.com/SingaporeSports.

About Singapore Sports Hub

The Singapore Sports Hub is a fully integrated sports, entertainment and lifestyle hub, with programming that comprises world-class recreational and competitive events, as well as community events, to serve children, youth, working adults, seniors, families, and less privileged population segments in Singapore and tourism sectors. Consisting of a unique cluster development of world-class sports facilities within the city, it plays a critical role in accelerating the development of Singapore's sports industry, excellence and participation. Its vision is to be the region's premier sports, entertainment and lifestyle destination.