

HSBC SINGAPORE RUGBY SEVENS

13 & 14 APRIL 2019
NATIONAL STADIUM



FOR IMMEDIATE RELEASE

SPECTACULAR ENTERTAINMENT LINE-UP AT 2019 HSBC SINGAPORE RUGBY SEVENS



Fans in fancy dress at the 2018 HSBC Singapore Rugby Sevens. Credit: Singapore Sports Hub

21 March 2019 – There is much for rugby fans to look forward to as Singapore will be hosting the HSBC Singapore Rugby Sevens for another four years until 2023. Event organisers are set to further elevate the fan experience at this year's edition with a series of spectacular entertainment offerings.

In-stadium fan experience: HSBC Hot Seat

This year will see the return of the HSBC Hot Seat in Singapore to enhance the in-stadium fan experience. The HSBC Hot Seat is a dedicated zone with the best seats in the house and fans can win a session in the Hot Seat for them and their friends by participating in the HSBC Dance Cam, which will be featured on the big screen in-stadium throughout the tournament. Spectators can also look forward to specially curated entertainment offerings and a Best Dressed contest with chances to win exclusive prizes and experiences worth thousands of dollars from their seats.

Engaging the next generation of rugby talent

Working together with World Rugby, the unions and the players, HSBC is helping the sport of rugby sevens thrive in the long-term from the grassroots to the elite. While the main tournament features the men's teams, World Rugby and HSBC have collectively identified the women's game as one of the biggest drivers of seven's potential growth and the HSBC Singapore Rugby Sevens is supporting the women's game through ancillary events during tournament week. Rugby legends Huriana Manuel and Waisale Serevi will take to the pitch with local rugby coaches to lead an all-girls coaching clinic on 10th April during the week of the tournament. The clinic will be open to girls between the ages of 12-19 and is part of HSBC's global grassroots programme to engage the next generation of rugby talent. Former captain of the New Zealand All Blacks sevens team, DJ Forbes, will also be in Singapore over the event weekend to engage with the fans.

Tony Cripps, Group General Manager and CEO of HSBC Singapore said, "The HSBC Singapore Sevens has established itself as a premier sporting event in the region and continues to drive the growth of rugby sevens in Singapore and beyond. As an active partner of the sport, HSBC is proud to be a part of this exciting movement from the grassroots level to the professional game. Whether it's by improving the fan experience within the stadium with our HSBC Hot Seats or accelerating the development of the next generation of rugby talent through our grassroots clinics, we look forward to helping the rugby sevens thrive in Singapore at both the 2019 tournament and for years to come."

Star-studded family-favourite entertainment by DreamWorks & Illumination

Come meet the Minions by Illumination at this year's Sevens. Along with the immersive and interactive line-up of beloved characters from DreamWorks like *Trolls*, *Shrek* and *Kung Fu Panda*, families will be highly entertained at the Fun Zone. Patrons will 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).

Newly curated Singapore Sevens Splash Party

There's always something new at Sevens. The newly curated Singapore Sevens Splash Party will feature live performances by renowned local artistes and promises to offer a refreshing experience for the entire family to enjoy.

Live music performance by headline entertainment acts

Apart from the headline acts by legendary American band Smash Mouth and the band from Broadway's five-time Tony Award nominated musical *Rock of Ages* at the venue, event-goers can enjoy the vibrant, high-energy atmosphere at Music After 7s in Clarke Quay on 12 and 13 April. The city party zone for the HSBC Singapore Rugby Sevens is set to entertain rugby fans and families alike with multiple music performances and a variety of food and beverage options at Clarke Quay's Fountain Square. Ticket holders can also enjoy multiple dining and entertainment privileges at select outlets in Clarke Quay and free shuttle bus services will be provided from the National Stadium.

Sports Hub Community Play Day – Super 7s Warrior

Visitors over the tournament weekend can also participate in adrenaline-rush activities for all ages at the *Sports Hub Community Play Day – Super 7s Warrior* held at OCBC Square. Participants can test their athletic abilities at the experiential *Red-X Challenge* and *Red-X Kids Obstacles* while parkour enthusiasts can go on a free-wheeling adventure at the *Parkour Playspace*. Rugby fans can take part in the *Super 7s Adventure Race* which will take them to seven different locations around the Sports Hub to complete various rugby-themed challenges. Participants stand to win a limited-edition Finisher's Pack and exclusive Super 7s Warrior finisher tees. Admission is free and open to public.

Oon Jin Teik, CEO of the Singapore Sports Hub, said, “We are dedicated to creating a compelling and comprehensive event experience that appeals to and engages both athletes and spectators. It is this multi-dimensional value proposition that pushes the passionate and committed team at the Singapore Sports Hub to continuously innovate and provide an all-rounded experience at the unique National Stadium.

The programme for this year’s Sevens weekend fully maximises the versatility of the venue, creating tangible memories for players and fans. This further reinforces World Rugby’s confidence in Singapore to host world-class events.”

Tickets for the HSBC Singapore Rugby Sevens are available and on sale from \$19 for youth and \$39 for adults. Family packages and premium tickets can be purchased 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. For all Private Suite and The Greenyards Club hospitality enquiries, email hospitality@singapore7s.sg.

Event Details

Venue: National Stadium, Singapore Sports Hub

Date: 13 – 14 April, 2019

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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.

About HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide across 66 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,558bn at 31 December 2018, HSBC is one of the world's largest banking and financial services organisations.