



Singapore Sports Hub and Rugby Singapore Seal Long-Term Strategic Partnership for HSBC World Rugby Sevens Series

- **Long-term sustainable partnership model aligns interests to jointly deliver world-class event in Singapore**
- **Singapore to become an iconic destination of HSBC World Rugby Sevens Series**
- **The HSBC World Rugby Seven Series Singapore leg will be held at the iconic Sports Hub from 16-17 April 2016**

Singapore, 21st January 2016 - Sports Hub Pte Ltd (Sports Hub) and Rugby Singapore Pte Ltd (Rugby Singapore), a wholly-owned subsidiary of Singapore Rugby Union (SRU), today announced a long-term strategic partnership to host the Singapore leg of the elite-level HSBC World Rugby Sevens Series at the Singapore Sports Hub.

Under the long-term strategic partnership, Sports Hub and Rugby Singapore will work together to deliver the best possible experience for rugby fans of the HSBC World Rugby Sevens Series in Singapore over the next four years from 2016.

“I am delighted that we have reached this landmark partnership agreement for the prestigious HSBC World Rugby Sevens Series with the Singapore Sports Hub. The multi-faceted hub provides world-class facilities and is well on its way to becoming a Singapore icon. Our negotiations have been collaborative and we developed a solution that is win-win for all sides. I therefore have great confidence that together, we will create a festival like atmosphere in Singapore for Rugby Sevens fans across the region”, said Mr Low Teo Ping, President of SRU.

Mr Manu Sawhney, CEO, Sports Hub added, “We are looking forward to hosting the World Rugby Sevens Series for the next four years in close collaboration with Rugby Singapore. We have signed a collaborative partnership that is long-term, strategic and sustainable and which closely aligns our interests to ensure we deliver a world-class experience to rugby fans. We look forward to working with Rugby Singapore to build and optimise this world-class event and leverage our respective skills in this powerful, holistic partnership.”

Commenting on the outlook for Sports Hub, Mr Sawhney added, “We are committed to setting new benchmarks for success. My vision for Sports Hub is aligned with that of our stakeholders, which is to establish a vibrant and dynamic hub that brings

together Singaporeans through hosting world-class and inclusive community events.”

- END -

For media enquires please call:

Gregory Cheong

Weber Shandwick

Gcheong@webershandwick.com

6825 8025 / 9758 7199

Emilie Rapley Mills

Tulchan Communications

ERMills@tulchangroup.com

+65 9242 5615

About Rugby Singapore Pte Ltd

In a first for a National Sports Association, Rugby Singapore was created in May 2015 to act as the special purpose vehicle to handle commercial and events of the Singapore Rugby Union (SRU). With a board of directors from Sport Singapore and SRU and a team of sports industry professionals, Rugby Singapore serves to protect stakeholders' interests and to mitigate any risks in events promotion. Besides managing the HSBC World Rugby Singapore Sevens and ensuring its long-term commercial viability, the company will look to add other projects into its portfolio.

About HSBC Singapore Rugby Sevens

In April 2015, Singapore announced a four-year deal to host a stop of the HSBC World Rugby Sevens Series, joining Vancouver, Sydney, Cape Town and Paris as the new host cities on the 10-leg series. To be hosted at the iconic Sports Hub's National Stadium on 16 and 17 April 2016, the two-day extravaganza will feature rugby powerhouses – from the flamboyant Fijians to the irrepressible Kiwis to the exhilarating South African Blitzboks. Besides thrilling on-field action and an electrifying atmosphere, expect plenty of entertainment and fringe activities that will deliver a unique experience to spectators from all walks of life.

About World Rugby Sevens Series

The eight-month long 2015-2016 World Rugby Sevens Series - featuring 16 of the world's top rugby nations - will conclude before the Rio Summer Olympics 2016 where Sevens rugby returns as an Olympic sport. Singapore is the eighth leg of the Series, joining other global cities like Sydney, Dubai, Cape Town, Wellington, Las Vegas, Hong Kong, London, Vancouver, Paris. The 2013-2014 HSBC Sevens World Series was a record-breaking success on and off the field with 569,262 fans attending the nine events around the world. Broadcast coverage of 4,590 hours were achieved across 145 countries and programming was aired in 12 languages across 34 channels, with an estimated 400 million homes and 900 million people reached.

The official schedule for the 2015–16 World Rugby Sevens Series is as follows:

Leg, City	Dates	Stadium
Dubai, Dubai	4-5 Dec 2015	The Sevens
South Africa, Cape Town	12-13 Dec 2015	Cape Town Stadium
New Zealand, Wellington	30-31 Jan 2016	Westpac Stadium
Australia, Sydney	6-7 Feb 2016	Allianz Stadium
United States, Las Vegas	4-6 Mar 2016	Sam Boyd Stadium
Canada, Vancouver	12-13 Mar 2016	BC Place
Hong Kong, Hong Kong	8-10 Apr 2016	Hong Kong Stadium
Singapore, Singapore	16-17 Apr 2016	National Stadium
France, Paris	13-15 May 2016	Stade Jean-Bouin
England, London	20-22 May 2016	Twickenham Stadium

ABOUT SINGAPORE SPORTS HUB

The Singapore Sports Hub is Singapore's premier sports, entertainment and lifestyle hub with integrated community programming.

Consisting of a unique cluster development of integrated world-class sports facilities within the city, it plays a critical role in accelerating the development of sports industry, excellence and participation, and will take sports to the next level in Singapore.

Located on a 35-hectare site in Kallang, the Singapore Sports Hub includes the following facilities:

- A new 55,000-capacity National Stadium with a retractable roof and movable tiered seating
- The iconic Singapore Indoor Stadium
- A 6,000-capacity OCBC Aquatic Centre that meets FINA standards
- A 3,000-capacity OCBC Arena which is scalable and flexible in layout
- Water Sports Centre featuring kayaking and canoeing
- 41,000 sq m Kallang Wave Mall, including indoor climbing wall and Splash-N-Surf facility (Kids Waterpark, Stingray and Lazy River)
- 100PLUS Promenade that encircles the National Stadium
- Singapore Youth Olympic Museum & Singapore Sports Museum
- Sports Hub Library
- Shimano Cycling World
- Daily community facilities and activities, including beach volleyball, hard courts (futsal, basketball and netball) lawn bowls, giant chess, skate park and running & cycling paths

The Singapore Sports Hub, which is managed by SportsHub Pte Ltd, is one of the largest sporting Public-Private Partnership (PPP) projects in the world. It is also Singapore's largest flagship PPP project of this nature, and has won the Project Finance International (PFI) award in London in 2011, World Architecture Festival Awards for Best Future Project in the leisure-led development category in 2013 and Sports Building of the Year in 2014.

For more information, please visit the Singapore Sports Hub:

- Website: www.sportshub.com.sg
- Facebook: [sporesportshub](https://www.facebook.com/sporesportshub)
- Twitter: [@sgsportshub](https://twitter.com/sgsportshub)
- Instagram: [sgsportshub](https://www.instagram.com/sgsportshub)

The Public-Private Partnership includes:

IN PARTNERSHIP WITH



 sportshub.com.sg
6653 8900

 [sporesportshub](https://www.facebook.com/sporesportshub)  [sgsportshub](https://twitter.com/sgsportshub)  [sgsportshub](https://www.instagram.com/sgsportshub)



Tel: (65) 6653 8900 | 1 Stadium Drive Singapore 397629
Copyright © 2015 Singapore Sports Hub. All rights reserved.



FACT SHEET

- Event: HSBC World Rugby Singapore Sevens
- Date: Saturday, 16th April 2016 | Sunday, 17th April 2016
- Venue: National Stadium
Singapore Sports Hub | 1 Stadium Drive, Singapore 397629
- Teams Playing: 16 Teams, comprising Argentina, Australia, Canada, England, Fiji, France, Kenya, New Zealand, Portugal, Russia, Samoa, Scotland, South Africa, The United States, Wales and Japan
- Total No of Seats: 26,500 (for HSBC Singapore Sevens)
- Hospitality: Hospitality Lounge (Level 4) – Total of 2 (500 Pax Each)
- Fringe Activities: School Outreach Programme
TAG 7s: The programme teaches and encourages players to use basic rugby skills and to instil rugby values – teamwork, respect, discipline and sportsmanship. The programme aim to each 140 schools, more than 14,000 students over a period of 4 hours (age 8 to 18 years).
- Adopt A Country:** 16 schools will adopt a playing country and research on the country ahead of their arrival in Singapore. This will allow students to deepen their knowledge of visiting countries and embrace different cultures.
- Community Engagement Programme
Volunteer Programme: The programme aims to instil the spirit of volunteerism in the community and encourage players to give back to the sport. We are targeting 300 volunteers to assist in various areas of the event.
- Development Programme
Rugby Clinics: The programme looks to expose our youth teams (U12, U14, U16, U18) to international playing level with elite players and coaches. We aim to reach out to 60 school and more than 400 students during this 3-month long programme.

Our Partners





Heroes In The Making: A training clinic was held in late November for 60 U16 players by former Blacks Sevens star Scott Waldron and two players were selected from the cohort to travel on an all-expenses paid trip to attend elite training programme in Wellington, New Zealand.

Other Activities

Charity Gala Dinner: A platform for business community to network, as well as an opportunity to raise funds for a charitable organisation.

SEA Sevens: Develop and host an annual World Rugby sanctioned rugby sevens tournament for South-east Asia playing countries.

For more information, visit www.singapore7s.sg or follow us on:
Facebook @Singapore Rugby 7s (<https://facebook.com/sgrugby7s>)
Twitter @SgRugby7s (<https://twitter.com/sgrugby7s>) and
Instagram @SgRugby7s (<https://instagram.com/sgrugby7s>)

-END-

Our Partners

