



FEEL THE ENERGY
IN SINGAPORE

HSBC SINGAPORE RUGBY 7s

NATIONAL STADIUM
13 & 14 APRIL 2019

FOR IMMEDIATE RELEASE

TICKET PRICES ANNOUNCED FOR HSBC SINGAPORE RUGBY SEVENS 2019

- *Great value packages for families and youth*
 - *Early Bird Discount till 28 Feb*

Singapore, 17 January 2019 – Sport Singapore, Singapore Sports Hub and Singapore Rugby Union today announced ticketing details for the 2019 HSBC Singapore Rugby Sevens, the eighth stop on the HSBC World Rugby Sevens Series 2019 calendar. Tickets go on sale today with an Early Bird discount offer through 28 February 2019.

Great value for the rugby fans and the community

Scheduled for 13 and 14 April 2019 at the iconic National Stadium, a Premium weekend pass with reserved seating at level 3 is priced at S\$199, while a two-day pass for Category 1 and Category 2 costs S\$119 and S\$29 respectively. Families of two adults and two youths (aged 4 to 18 years) can immerse themselves in all the action at the National Stadium from as low as S\$88 in Category 2 and S\$248 in Category 1. Youth between 4 and 18 years of age can purchase weekend passes (in Category 1 and 2 seating) at a reduced priced of S\$39 and \$19 respectively. Early Bird discounts and special pricing like these were intentionally packaged to present great value for the rugby fans and the community.

Mr Adam Firth, Chief Commercial Officer, Singapore Sports Hub, said: “This is the fourth year that the HSBC Singapore Rugby Sevens will be hosted here at the National Stadium and the event has grown year-on-year to become one of Singapore’s special annual events, delivering great value-for-money by packing a full weekend of top class entertainment into the ticket price. There is something for everyone, a party for the whole family, and this year we will continue to support the on-field rugby action with off-field activities and entertainment that I am sure will captivate people of all ages.”

The family-friendly Best Sports Event

The HSBC Singapore Rugby Sevens won Best Sports Event of the Year (International) at the 2018 Singapore Sports Awards, for the event held the previous year in 2017. Last year’s event was lauded for its family-friendly design, where it wowed rugby fans and visitors of all ages, with its suite of fringe activities that focused on children’s entertainment. These activities included interactive and engaging experiences for kids with their most-loved brands such as Nerf, Transformers and My Little Pony, as well as music and magic shows, roaming entertainment and kids’ play zones. Adults had their fair share of fun too. Entertainment acts headlined by a rousing performance from 70’s disco legends, Village People, as well as delectable treats from the Makan Hub, made for a feast for fans and their families. Building on the excitement and merriment from the 2018 event, fans, families and youth can expect yet another year of thrilling experience on top of the on-field action from the world’s best Rugby Sevens players.

Sir Bill Beaumont, World Rugby Chairman, said: "Singapore Sevens delivers an exciting event both on and off the pitch. A key stop on the world series acting as the eighth round, it's always highly competitive as teams compete for vital standing points in the final rounds of the world series title race. This year, there is added incentive for teams with Olympic qualification on the line and we anticipate a scintillating display of fast-paced sevens action as teams look to secure their ticket to Tokyo 2020. Hosted in the world class National Stadium, fans and players experience a truly unique and electric atmosphere. We are looking forward once again to welcoming teams to Singapore Sevens."

Mr Tony Cripps, CEO of HSBC Singapore, said: "HSBC is a long-term global sponsor of rugby and we are proud to continue our title sponsorship of the HSBC World Rugby Sevens Series here in Singapore. The Rugby Sevens offers an opportunity to connect with customers and colleagues in the communities in which we serve. It aligns with our global ambition of developing key relationships, building loyalty, nurturing youth and embracing different cultures. Together with our event partners, we are committed to creating an enjoyable carnival atmosphere for everyone this April."

Mr Galastein Tan, Head, Event and Fan Development, Sport Singapore, said: "Rugby Sevens is one of the most entertaining, fast-paced sports around and three years on, it is no surprise that it is now an event that both rugby and non-rugby fans look forward to each year. The National Stadium is going to be an exciting carnival and I encourage families to join us and enjoy a weekend of sporting spectacle together."

Said Ms Jean Ng, Director, Sports, Singapore Tourism Board: "The HSBC Singapore Rugby Sevens promises a fun-filled experience for the whole family that goes beyond the world-class sporting action. We are happy to once again support this event that will showcase Singapore as a vibrant and attractive destination with leisure offerings that appeal to everyone."

This year's edition of the Rugby Sevens is the last of four held in Singapore. The next cycle has yet to be announced. Tickets are available from today 12pm via www.singapore7s.sg

TOURNAMENT INFORMATION

HSBC Singapore Rugby Sevens has had 3 different champions since coming back to Singapore in 2016. Kenya were surprise winners in 2016, thumping Fiji 30-7 in the decider. The 2017 Finals was an all-North American affair with Canada upsetting the USA 26-19 in a pulsating showdown. 2018 witnessed an exhilarating Pacific finale between Australia and Fiji which saw Fiji score the winning try after the fulltime mark and claiming their first Singapore 7s title.

2019 promises to be an exciting tournament with Asian giants Japan joining the core group of 15 teams – Argentina, Australia, Canada, England, Fiji, France, Kenya, New Zealand, Samoa, Scotland, South Africa, Spain, USA and Wales. Asian Qualifier Hong Kong rounds up the roster of 16 competing nations in what is guaranteed to be 2 days of electrifying and highly-charged rugby 7s action.

TICKET INFORMATION

Category	Description	Sales	Adult	4 - 18 years
Premium	Reserved Seating		Two Day Pass	
		General	\$249.00	
		Early bird	\$199.00	
Category 1	Free Seating		Two Day Pass	
		General	\$149.00	\$49.00
		Early bird	\$119.00	\$39.00
Family package Category 1 (2 x adults, 2 x child)	Free Seating		Two Day Pass	
		General	\$320.00	
		Early bird	\$248.00	
Category 2	Free Seating		Two Day Pass	
		General	\$49.00	\$25.00
		Early bird	\$29.00	\$19.00
Family package Category 2 (2 x adults, 2 x child)	Free Seating		Two Day Pass	
		General	\$120.00	
		Early bird	\$88.00	

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HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from approximately 3,800 offices in 66 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,603bn at 30 September 2018, HSBC is one of the world's largest banking and financial services organisations.

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.

Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the *Passion Made Possible* brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

For more information, visit www.stb.gov.sg or www.visitsingapore.com or follow STB on Twitter @STB_sg (https://twitter.com/stb_sg).

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.

Singapore Rugby Union

Singapore Rugby Union (SRU) is the sole governing body in Singapore for the sport of rugby union. As a leading National Sports Association, SRU is a prominent and influential Union in Asia rugby and Singapore sport. The main purpose of SRU is to provide efficient governance, effective leadership and sanctioning for all rugby activities in Singapore. Known for business partnerships and its youth development programmes, SRU aims to raise the profile of rugby locally. Since 2016, the SRU has been Host Union for the Singapore leg of the HSBC World Rugby Sevens Series, which was recognised as the *Best Sports Event – International* for 2016 and 2017 at the *Singapore Sports Awards*.