



MAYOR'S OFFICE

AUCKLAND CITY

## **MEDIA RELEASE**

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### **Mayor says we will be ready for rugby**

Mayor of Auckland city Dick Hubbard says the city will be ready and raring to take centre stage in one of the biggest sporting events in the world in 2011.

“There will be 3.4 billion eyes focused on Auckland for the Rugby World Cup,” he said at the launch event of plans for the revamped Eden Park, “It’s up to us to prepare our city for this once in a lifetime opportunity – and we are ready for the challenge.”

“Just as we transformed the Viaduct Harbour for the America’s Cup, we have the opportunity to transform Eden Park into a state-of-the-art stadium that is good for players, good for fans and great for the city,” Mr Hubbard said.

He said that Eden Park was the best choice as the main venue for the Rugby World Cup 2011.

“The stadium is steeped in rugby history. It is the stuff of legends. Eden Park will be an iconic New Zealand sports stadium – a legacy the whole country can be proud of.”

He said the council will be working closely with the community and the Eden Park Trust Board to minimise impacts on the local community.

“I’m delighted to see that the Eden Park Trust Board has listened to the local community and developed a proposal which will significantly reduce impacts from noise, light, crowds and traffic, from any future major events at the park.”

“I’m also really pleased to see the fences coming down and that a community facility is proposed.”

Mr Hubbard said the council would focus on ensuring public transport is a real option for getting the thousands of fans to and from the games and would be working with Auckland Regional Transport Authority and Eden Park to make this happen.

He said the economic benefits to the city of the Rugby World Cup 2011 were conservatively estimated to be \$250 million during the 6 weeks tournament. That is twice as much as the America's Cup brought into the Auckland economy over the six month regattas.

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