

MEDIA RELEASE

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**RUGBY WORLD CUP 2011 ESTABLISHMENT BOARD WELCOMES
NEW EDEN PARK DESIGN**

The Rugby World Cup 2011 Establishment Board has welcomed the new design concept for Eden Park, which represents a key step in the preparations for New Zealand's hosting of Rugby World Cup 2011.

RWC 2011 Establishment Board Chairman Jock Hobbs said the design concept met the requirements for RWC 2011 and importantly, met the expectations as outlined in New Zealand's successful Bid to the International Rugby Board.

“Our Bid promised an expanded, upgraded Eden Park to host the opening match and Final of the Rugby World Cup, with facilities and services fitting for such an event. This design concept will achieve that vision, as well as leaving a lasting legacy.”

Mr Hobbs acknowledged that the announcement of the design concept and subsequent resource consent application was just the first step in the process, but acknowledged the significant work to date.

“The Eden Park Development Committee and Trust Board have been actively working together with the RWC 2011 Establishment Board since the start of this year on the redevelopment design options, cost and funding requirements, and the needs of the local community. Today marks another step along that path.”

Rugby World Cup is expected to generate more than NZ\$408 million in economic activity and will attract as many as 60,000 international visitors and an international television audience totalling more than 3 billion people around the world.

“Our goal is to showcase our country, our passion for rugby, and stage a world-class event.”

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