

Ireland's first ever Consumer Rugby Show launched

Ireland, July 1st, 2009 – Plans were unveiled today to host Ireland's first ever Consumer Rugby Show by promoters Exhibition Solutions Ltd, and proudly sponsored by Chorus ntl. The event will be held in the RDS from 12th – 13th September inclusive and is open to all age groups across Ireland.

The Rugby Show Live is the first consumer event showcasing Rugby in Ireland. It comes at a time when so much is happening in Irish Rugby such as Ireland winning the RBS 6 Nations Grand Slam, Ireland 'A' winning the Churchill Cup, Leinster winning the Heineken Cup, Munster winning the Magners League and with the largest Irish representation on the current British & Irish Lions Tour 2009 to South Africa.

Launching the Rugby Show Live 2009, Martin Cullen TD, Minister for Arts, Sport and Tourism said:

"We already know that Over 114,000 people play Rugby in Ireland on a regular basis – this two day event is a great opportunity for everyone to gain further insight into this exciting sport. The contribution Irish Rugby makes to the Irish economy is of vital significance, with the IRFU estimating that an Ireland versus England match alone played in Dublin generates some €87.5 million over that weekend to the economy. As Minister for Sport, I congratulate the organisers of this event as the show will highlight and promote the fitness benefits and importance of participation in sport and the importance of sports in everyday life, for all ages at all levels."

Brent Pope, Creative Director of The Rugby Show Live 2009 added:

"We feel that we have a very strong event based on the fact that this is the first consumer rugby show to be held in Ireland. The demand for the show has been great and is really encouraging given the current economic climate. We are building up to a great two day event and have some great names like Chorus ntl behind us to really get it off to a fantastic start.

"Many of my Rugby peers are lending their support because they can truly see the benefits not only for the game, but to help increase popularity and participation in the sport. Over the coming weeks and months we will be unveiling more activities associated with the event. "

“The Rugby Show Live will enable the public to gain access to many Irish Rugby professionals, learn more about the game with specialised clinics, experience what happens on and off the pitch and much much more.”

Speaking at the official launch Robert Dunn, CEO of Chorus ntl said:

“Irish Rugby has been an inspiring role model in 2009 and that’s what makes the Rugby Show Live a perfect partner for Chorus ntl.”

About Exhibition Solutions

Exhibition Solutions & Events Ltd was founded in 2005 by Stephan Murtagh. After 20 years and over 150 Exhibitions, Stephan decided to set up on his own and bring a new dimension to the exhibition market with highly focused and targeted events that were not catered for in the mainstream market. The then hugely successful ' First Time Buyers Show' in 2006, sponsored by EBS, which then expanded to run in Dublin, Cork and Galway. More recently Stephan was involved in the selling of 'Top Gear Live' in Dublin.

About Chorus ntl

Chorus ntl is a UPC company and forms part of the European division of Liberty Global, Inc., the world’s leading international cable operator. Chorus ntl’s parent company UPC brings television, broadband internet and telephone services to approximately 10 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. At Chorus ntl our 800 employees throughout Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. To find out more about Chorus ntl, please visit www.upc.ie