



9 Guinness Street  
Greymouth

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## **MEDIA RELEASE**

### **RWC Roadshow hits Greymouth**

Greymouth visitors and residents will have a chance to get up close and personal with the piece de resistance of the Rugby World Cup (RWC) 2011 on Sunday morning, when the Webb Ellis Trophy arrives in our town on board a custom designed truck that opens into a 72sq m events-style venue, featuring interactive displays and videos on Rugby World Cup history and lore.

This is Greymouth's opportunity as a town to celebrate the largest sporting event in New Zealand's history, starting at 9.30am at the Greymouth Railway Station and finishing at 12pm, activities include a celebrity cook off challenge, themed promotions about White baiting on the Grey River including a smoking outdoor bath setting on the banks of the Grey, Pounamu/Jade carving exhibitions, Shantytown displays of mining, the Left Bank Art Gallery's 'Artful Eye' exhibition and a Whitebait Shooter taste testing event.

Outside the truck in a marquee area will be a preview of some of the Real New Zealand Festival events to be held during RWC 2011, here on the West Coast these include the West Coast Whitebait menu challenge, Whitebait Photography competition, the Oranges at Halftime Exhibition, the Great Living Legends Muck in Event, the Glacier Country Rugby Video competition, the Story of the Whitebait New Zealand's favorite fish Exhibition and the Greymouth Motorcycle street race.

NZ 2011 office director Leon Grice said "the Roadshow would provide New Zealand communities with a window on to what made them special, the uniqueness of every New Zealand region will be on display through the Roadshow's Real New Zealand Festival events."

Visitors and residents can have their photo taken with the Webb Ellis Cup, win or buy RWC 2011 tickets and find out about ways to get involved in the tournament.

The two best-dressed fans at every location will win two RWC 2011 tickets

RWC 2011 chief executive Martin Snedden said the roadshow was designed to create a buzz in New Zealand communities ahead of the tournament. It will help show New Zealanders why this tournament is so much bigger than just rugby.

"It's going to be a lot of fun so I urge people to come along and get a taste of how special this event is going to be and how they can play a part"

ENDS:

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Image Supplied – Paul Schramm Wild West Adventure Company Ltd Greymouth