

## BournemouthSevens.com Festival 2012

### *Full Press Release*

As the largest rugby, netball and music festival in the world Bournemouth Sevens is the must attend event this summer. Described as a unique mix of Dubai Rugby Sevens and Glastonbury, the festival is an action packed weekend of sport, music and entertainment.

Having firmly cemented its place on the sporting and music calendars, the Bournemouth Sevens Festival kicks off the festival season over the Bank Holiday weekend; from the 1<sup>st</sup> – 3<sup>rd</sup> June, 20,000 people will descend on Bournemouth Sports Club, with its 65 acres of picturesque land.

With the announcement of a staggering 380 teams playing at this years festival, the organisers, Diamond Sports Events, have created a unique event that people from across the UK and Europe can't wait to attend and compete in.

In only it's fifth year the Bournemouth Sevens Festival is already impacting on the world rugby scene overtaking the renowned tournaments Dubai and Hong Kong Sevens for team entries.

The Bournemouth Sevens Festival has 6 Festival Arenas with a massive array of entertainment, live music and spectacular shows. Live bands will be performing all weekend in both the beer tent and on the Nintendo festival stage whilst the Animal Bike Tour, Black Knights Parachute Display Team and Kids Zone will keep all the family entertained.

Roger Woodall, Festival Director, commented, *"There's so much going on at the festival with live music, a parachute display, fancy dress, Pitchside Jacuzzi, beer tents and camping for 3,000 people which is why so many people keep coming back"*.

The live, onsite entertainment at the festival will keep the hustling crowds busy from 10am until 1am. Festival attractions include:

- Fancy dress all weekend
- Pitchside Jacuzzi
- Red Bull Players Lounge
- Cocoloco Tent
- Live bands & DJs
- Nintendo Festival stage
- Parachute display
- Kids Zone – Under 12s Go Free
- Wii Fit Plus Marquee
- Huge beer tents
- International rugby stars
- Big screen TV
- VIP Arena for 1,600 people
- V.VIP Celebrity Lounge for 300 people

Many of England's international stars will be attending the festival in the exclusive V.VIP Celebrity Lounge.

Located in a bespoke, pitchside marquee overlooking the National Invitation Cup, guests will witness some of the best sevens teams in the world, with England World Cup winners playing alongside stars from Fiji, Samoa and New Zealand. The renowned event also counts some of the country's finest premiership players amongst its attendees. The V.VIP Celebrity Lounge offers a relaxed informal atmosphere with luxury furniture and a chance to mingle with celebrities all weekend.

This luxury enclosure offers a unique mix of social and corporate entertainment:

- 5\* Grill
- Private Bar and DJ
- Pimms on Arrival

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- Question & Answer session with International Rugby Stars
- Entry to VIP closing party on Sunday

V.VIP tickets are available for only £100 per ticket. Tickets are strictly limited to 300 people so you are advised to book early to avoid disappointment.

The Kopparberg campsite holds 3,000 people. Campsite facilities include 24hr security, catering and coffee units, hot 'Posh Wash' showers, luxury changing facilities, power points for hairdryers and straighteners, licensed bar for the opening party, plenty of toilets and an exclusive Women Only Camping area for the ladies.

Surrounded by like-minded party people, the Kopparberg Friday Night Party is the best way to get your Bournemouth Sevens Festival weekend started in style! Open exclusively to festival campers, the opening party guarantees quality live bands, special drinks offers and extreme banter.

The 2012 event will feature 12 rugby competitions for 172 teams (men's and ladies), 2 touch competitions for 32 teams and 6 netball competitions for 144 teams. The National Netball tournament at the Festival is the largest netball competition in Europe, with the prestigious Champagne Cup playing host to England international stars as well as players from the UK's showcase competition, the Netball Superleague.

Bournemouth Sevens prides itself on its ability to provide professionally organised sports competitions and has won many awards to support its success. In 2010 the Bournemouth Sevens Festival won 'The Bournemouth Tourism Attraction Experience of the year', the same year they took home 'The Sport Business Award for Mass Participation'

For more information on the festival visit [BournemouthSevens.com](http://BournemouthSevens.com) or call 01202 545630. The festival will be a sell out so pre-sold tickets are advised. Tickets are available from 1<sup>st</sup> September 2011 from [Ticketmaster.co.uk](http://Ticketmaster.co.uk) and [BIC.co.uk](http://BIC.co.uk)

**- Ends -**

Editor's Notes:

1. Interviewees to support this piece:  
Roger Woodall – Festival Director, Bournemouth Sevens Limited
2. The Bournemouth Sevens Festival is organised by Diamond Sports Events. More information about the festival can be found online at [www.bournemouthsevens.com](http://www.bournemouthsevens.com)
3. The Bournemouth Sevens Festival takes place at Bournemouth Sports Club and will run from 1<sup>st</sup> – 3<sup>rd</sup> June 2012.
4. For more information or to arrange interviews please contact:  
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## Festival Arenas

### Nintendo Festival Stage

The Nintendo Festival Stage completes the Bournemouth Sevens Festival experience! Festival-goers have the opportunity to take part in interactive games with our partners Wii Fit Plus across the weekend before the entertainment kicks into gear with incredible live music on Saturday and Sunday nights.

With presentations by England Internationals for each of our Bournemouth Sevens cups also taking place on Sunday evening, we recommend you make your way to the Nintendo Festival Stage to round off an awesome weekend!

### Carling Beer Tent

Looking for an incredible party atmosphere? Renowned across the sport and festival circuits, the Carling Beer Tent at the Bournemouth Sevens Festival is the place to be! With outstanding live music throughout the day including headline acts, top party DJs playing on into the night and thousands of like-minded party people in fancy dress, the festival has an unrivalled euphoric atmosphere which will make your B7s weekend the best ever!

### Red Bull Players Lounge

With a comfortable seating area, party DJs playing the latest tunes and free Red Bull for all players, the Red Bull Players Lounge is the best place to chill out and relax between matches at the Bournemouth Sevens Festival. Located next to the main pitch which hosts the National Cup, players can enjoy views of some of the best Sevens teams in the world in comfort or spend some time gaming on the latest Playstation consoles.

### Kopparberg Kube

The Kopparberg Kube exudes the cool vibe which sets this iconic cider brand apart. Open for the entire festival weekend the Kube is the perfect place to get the party started with a chilled Kopparberg on ice. With top party DJs playing the latest tunes and party classics, the intimate nature of the cube ensures an incredible atmosphere that lasts into the early hours!

### Cocoloco Tent

Bournemouth born brand Cocoloco jumps into bed with Bournemouth 7s, to create its themed festival tent incorporating all the incredible attributes from Cocoloco's notorious weekly parties. Cocoloco host boutique club nights at the most exclusive venues across the south of the UK. Their creative team has come up with a new feel especially for the Bournemouth 7s, never seen before.

This is set to be Cocoloco's biggest party to date; you definitely won't want to miss it...

### Kopparberg Campsite

Surrounded by like-minded party people, the Kopparberg Party is the best way to get your Bournemouth Sevens Festival weekend started in style! Open exclusively to festival campers, the opening party guarantees quality live bands, special drinks offers and extreme banter!

The Kopparberg Campsite opens at **3pm on Friday 1st June**, whilst the live entertainment and campsite bar kick into action from 6pm. We recommend you arrive early to minimise your waiting times and maximise your enjoyment.