



## **Bournemouth Sevens Festival is the 'Best Yet'**

The 2011 Bournemouth Sevens Festival has been hailed the best ever following an action packed weekend filled with enthralling sport, live music and awe-inspiring entertainment.

Most of the 20,000 festival-goers turned up in stunning fancy dress for the fourth annual Bournemouth Sevens Festival as it cemented its place as the largest rugby, netball and music festival in the world.

With more than 300 teams competing in a range of competitive and social cups over the weekend there was more than enough action for the assembled crowds to enjoy. The stands were full to capacity with rugby fans as the main pitch saw stars from across the world competing in The National Cup, with the Army taking the title.

Meanwhile, the National Netball tournament saw more than 100 teams taking part in the largest netball competition in Europe with Tamsin Greenway amongst the England internationals in attendance over the weekend.

The Red Bull player's lounge, Kopparberg Cube and Pitchside Jacuzzi helped to keep the hustling crowds busy during the day whilst the Nintendo Festival Stage boasted live music from bands such as Empress and Sirpico. The Carling Beer Tent welcomed festival favourites, the Cuban Brothers as its headline act on Saturday as the crowds made the most of the atmosphere across the six festival arenas.

The Bournemouth Sevens Festival really did have something for everyone with live family entertainment throughout the day and a dedicated children's area amongst the attractions. The Wii Fit Plus tent gave people the chance to try out the latest games whilst the Animal Bike show was a massive crowd-pleaser over the entire weekend.

Roger Woodall, Festival Director, commented on the success, "Its amazing to see so many people enjoying themselves with the variety of entertainment we have here. This is the year that people begin to realise just how big a festival the Bournemouth Sevens has become."

With the Rugby World Cup just months away, several England internationals took the opportunity to relax in the luxurious V.VIP Celebrity Lounge. Located in a bespoke, pitchside marquee overlooking the National Invitational Cup, celebrity guests, including England Internationals Olly Barkley, Danny Care and Nick Abendanon enjoyed five-star hospitality and an electric set from renowned DJ Brandon Block.

Meanwhile the Big Screen TV attracted huge crowds with both the Aviva Premiership Final and Champions League Final being shown live.

2011 was a record breaking year for the festival with the VIP Arena, V.VIP Celebrity Lounge and Kopparberg Campsite all sold out four weeks before the festival. The Friday night party kicked the festival off in style with 3000 people making the most of their bank holiday weekend.

Fresh from the success of the 2011 Festival, the Diamond Sports Events team have started work on making the 2012 Bournemouth Sevens Festival even better! With the Bank Holiday set for the first weekend in June, we look forward to welcoming you for another incredible Bournemouth Sevens Festival from Fri 1<sup>st</sup> – Sun 3<sup>rd</sup> June 2012.

After another successful year, one thing is for sure, described as the ‘Sporting Glastonbury’, the Bournemouth Sevens Festival has firmly established its place on the UK Festival Calendar.

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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.
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