



Campaigning communications

## **IOC Executive Board Recommends Rugby Sevens for Olympic Inclusion**

13<sup>th</sup> August, Berlin

VERO is delighted that the International Olympic Committee (IOC) Executive Board has recommended Rugby Sevens as one of two sports for inclusion in the Olympic Games in 2016.

VERO has been working with the International Rugby Board (IRB) throughout the campaign to help ensure that the case for Rugby Sevens inclusion into the Olympic Games is as powerful and persuasive as possible.

While this is a significant milestone in the campaign, the final decision will be made by IOC Members at the IOC Congress in Copenhagen on the 9<sup>th</sup> October 2009.

VERO has been assisting the IRB in the creation and development of the campaign strategy, communications plan, campaign narrative and key messaging. VERO is also supporting the management of media relations and stakeholder engagement and has advised on the campaign films and brochures.

Moving forward, VERO will be supporting the IRB in their preparations for Copenhagen.

Golf was recommended alongside Rugby Sevens by the IOC Executive Board from a list of seven sports, including baseball, softball, squash, roller sports and karate.

-ENDS-

### **For more information, please contact:**

Catherine St-Laurent  
+44 (0)20 7379 4000  
[cstlaurent@verocom.co.uk](mailto:cstlaurent@verocom.co.uk)  
[www.verocom.co.uk](http://www.verocom.co.uk)

### **About VERO**

VERO was founded by Mike Lee OBE, former Director of Communications and Public Affairs for London's successful 2012 Olympic and Paralympic Games bid.

VERO is a sport business consultancy specialising in campaign communications and planning, brand narrative development, corporate profiling, media relations, crisis management, and stakeholder and political relations. Our clients span Premiership football clubs; international sport federations; cities bidding to host major sport events; tourism bodies that want to use sport to drive brand awareness and brands that have an interest in sport.