



VERO Appointed by International Rugby Board (IRB)

Communications campaign to grow Rugby's global popularity

Vero Communications has been appointed by the International Rugby Board – the Dublin-based world governing body for Rugby - to advise the IRB on its strategy to grow the game's popularity globally and get Rugby re-instated into the Olympic Games.

Commenting on the appointment, **Mike Lee, CEO of VERO** said: "After a hugely successful Rugby World Cup 2007 and the recent appointment of a new Chairman, the IRB is now refocusing its efforts to drive the global growth of the game. Developing an appropriate, coherent communications strategy to underpin the IRB's growth plans is what VERO has been brought on board to help create and deliver and we are delighted to be working with the organisation at such an exciting time for Rugby. The re-inclusion of Rugby into the Olympic Games is an important element of the IRB's vision for growth and we will be helping the IRB set out and communicate the case for this as effectively as possible."

Greg Thomas, Head of Communications for the IRB added: "Rugby is experiencing international growth but it is important that we don't stand still. Olympic inclusion is an important element of our vision for the game, particularly as we seek to develop in markets as far afield as Asia, Russia, North and South America. VERO is uniquely placed to help articulate the case for Rugby's Olympic inclusion and to advise us on what we can be doing differently to communicate the benefits of the game globally. We are delighted to be working with them."

ENDS

Notes to Editors

- o Bernard Lapasset is the new IRB Chairman and took up his post in January 2008;
- o Rugby was last played in the Olympic Games in 1924;
- o The IOC is scheduled to consider amending the Olympic sport programme in 2009

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About VERO

VERO was established in January 2006 by Mike Lee OBE, former Director of Communications and Public Affairs for London's successful 2012 Olympic bid. It offers a narrative-based and campaigning approach to all internal and external relations and brand building. It has worked with a wide variety of organisations including Doha 2016, England & Wales Cricket Board, Glasgow 2014, IAAF, Liverpool FC, Premier Rugby Ltd, Salzburg 2014, Setanta Sports, Siemens, Singapore Government, Sport England, UK Athletics, UK Sport, Virgin Atlantic, Visit Britain, Visit London and West Ham United FC.

Visit www.verocom.co.uk for more information.

About the International Rugby Board (IRB)

The International Rugby Board (IRB) was founded in 1886. With its headquarters in Dublin, the IRB is the world governing and Law making body for the game of Rugby Union. The day to day business of the Board is conducted by a professional staff of over 50, the majority of whom are based in Dublin.

There are a number of tournaments under IRB control, including the Womens Rugby World Cup, Rugby World Cup Sevens, IRB Sevens, IRB Junior World Championship, IRB Junior World Rugby Trophy and IRB Nations Cup. The principal IRB property is, however, Rugby World Cup.

Visit www.irb.com for more information.