



## Media Release

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### **Win \$25,000 welcoming the world to Rugby World Cup 2011**

ANZ New Zealand is giving away \$25,000 and four tickets to the Rugby World Cup 2011 Final to the person with the best idea on how to welcome the expected 85,000 visitors coming here for the Tournament.

"As a Worldwide Partner of RWC 2011, ANZ wants to welcome the world to New Zealand and really showcase New Zealand," said ANZ Managing Director Retail Kerri Thompson.

"We'd like to get the community involved in welcoming the world to New Zealand. Ideas could be anything from serving up a Stadium sized pavlova or releasing the world's biggest party popper from Mt Ruapehu. It's all up to the imagination of the entrants."

The best idea will receive \$25,000 in cash plus four tickets to the Rugby World Cup 2011 Final at Eden Park on 23 October, including flights and accommodation. They will also be a member of a team who will help ANZ bring their 'welcome the world' idea to life in September.

People can go online at [www.welcometheworld.co.nz](http://www.welcometheworld.co.nz) to follow those who have entered and vote for their favourite idea. The public's votes, along with a judging panel, will determine the grand prize winner from five selected finalists.

Kerri Thompson added: "ANZ is committed to making the Tournament a success, and I am really looking forward to seeing the ideas we receive. New Zealanders are famous for their ingenuity and this is a great opportunity for that to shine.

"Supporting Rugby World Cup 2011 demonstrates ANZ's continued commitment to the New Zealand market and also aligns with our goal to be a super-regional bank and grow our presence in the Asia Pacific region," Ms Thompson said.

The Tournament is expected to contribute more than NZD\$500 million to the New Zealand economy and will be broadcasted to more than 475 million homes within Australia, New Zealand, Asia and the Pacific.

Entrants have until 6 May 2011 to get their ideas in. Go to [www.welcometheworld.co.nz](http://www.welcometheworld.co.nz) for further details. All entries go into a draw to win two Rugby World Cup 2011 semi, quarter or Bronze Finals tickets.

**For further information, or photos and film of this morning's launch at Britomart Train Station, Auckland's Ferry Terminal and the Wellington Train Station contact Gita Parsot, Senior Manager, External Relations on 04-4366 760 or 027 277 3139.**