

RWCL Appoints Russell McVeagh as Official RWC 2011 Law Firm

Rugby World Cup Limited (RWCL) has appointed Russell McVeagh as the Official Law Firm of Rugby World Cup 2011 in New Zealand.

New Zealand's biggest Law Firm, Russell McVeagh will provide the full range of legal services for the tournament which kicks off on September 9, 2011 when hosts New Zealand face Tonga in Auckland.

"Rugby World Cup Limited is delighted to welcome Russell McVeagh as the Official Law Firm for the 2011 tournament in New Zealand," said RWCL Managing Director Mike Miller.

"The appointment of an Official Law Firm is an important element of the delivery of a tournament which is now firmly established as the world's third largest sporting event. Russell McVeagh has considerable experience and expertise across the legal spectrum in particular in sports law matters and we look forward to developing a strong and effective relationship with the firm over the next two years."

A firm with rich history in representing major corporates and multinationals, the announcement continues Russell McVeagh's close association with major sporting events in New Zealand.

"This is a very exciting opportunity for the firm to play a part in what has become one of the most important sporting events in the world. The tournament will attract huge interest both locally and internationally and we are delighted to be a part of it," said Russell McVeagh Chief Executive Officer Gary McDiarmid.

"Rugby World Cup 2011 is on course to be a wonderful tournament. Planning and preparation is ahead of schedule, the match schedule has been announced, the commercial inventory is growing and the host broadcaster confirmed. Today's announcement further highlights the enormous global prestige of Rugby World Cup," said IRB Chairman Bernard Lapasset.

The announcement follows the appointment of Emirates Airline, MasterCard and Heineken as Rugby World Cup 2011 worldwide partners and Licensing in Motion and RTH as Master Licencees.