



2nd February 2010

Flying the flag for Rugby

Rugby Town Centre will be celebrating its historical connections with its sporting namesake this weekend as the Six Nations tournament gets underway. On 6th February Rugby Town Centre will see a display of seven flags, one for each of the nations taking part and a flag for the organisation running the event, Six Nations Ltd, displayed at the William Webb Ellis statue in honour of the towns association with the game.

This Six Nations display, which has been jointly funded by Rugby First and Rugby Borough Council, will serve as a trial run for next year when a much larger display is planned to celebrate the start of the Rugby World Cup in New Zealand.

“The erection of the six nations flags is actually a bit of a trial run for the World Cup next year when we plan to erect 21 flags to represent all the playing nations, plus the IRB, around the Webb Ellis statue. It is hoped that we will be able to tie this in with the opening ceremony in New Zealand,” explained Robin Richter, Managing Director of Rugby First.

“As the birthplace of the internationally renowned game of Rugby Football, the town of Rugby should celebrate major international tournaments,” said Cllr Neil Campbell, Portfolio holder for the Economy, Development and Culture. “What better way than to display the flags of the competing Nations around the world renowned statue of the Rugby School student William Webb Ellis who started it all when he took the ball in his hands and ran with it. Rugby Borough Council, in partnership with Rugby First, is proud to sponsor this feature, which will certainly add to the town’s visitor attractions,”

The display will remain in place for the duration of the Six Nations tournament.