



AIG Insurance New Zealand
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AIG TACKLES SAFETY IN RUGBY WITH NEW GLOBAL INITIATIVE

Auckland (August 28 2014) - AIG, the Official Insurance Partner of New Zealand Rugby, has pledged US\$50,000 to help improve rugby safety. The AIG Rugby Safety Awards will see six clubs from around the world selected to receive funding to help develop the safety procedures at their club.

The new global awards programme invites all rugby players, from primary schools to premiership level, to submit videos and photographs showcasing how they are improving – or how they would use prize money to improve – safety at their rugby club. Some examples would include an out of season conditioning programme or seasonal first aid training, or the installation of slip resistant tiles in the clubhouse.

The public have until October 31, 2014 to enter via www.AIG.com/SafeRugby or #AIGSafeRugby. All eligible entries will be available for viewing on the Rugby Safety Awards website, which will act as a platform for individuals to share and source safety initiatives to replicate at clubs globally.

AIG, which also supports USA Rugby, the Japanese Rugby Federation, and youth programmes such as Play Rugby USA, is aiming to highlight the importance of safe practice, to promote safer rugby globally.

Six entries – comprising the best contribution from each global region (Europe, North America, Australasia, South America, Asia and Africa) – will be rewarded for their stand out contributions with a US\$5,000 grant to help fund improvements to the safety procedures at their club. The six entries will go head-to-head in the public vote to win an additional US\$20,000 worth of safety equipment or training for their club.

Speaking about the awards, AIG New Zealand's Acting General Manager, Debbie Wilson said: "By collaborating our expertise in safety with New Zealand's profile in rugby, we are able to use the power of two global organizations to make a difference. The link between insurance and safety is evident and we feel AIG can provide a platform to encourage safe participation for everyone involved in the sport."

As part of the sponsorship AIG is committed to growing the game of rugby around the world by taking the sport to new territories and encouraging young people to participate whenever possible. To help prevent barriers to participation AIG wants to highlight how you can stay safe on and off the pitch.

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Notes to Editors

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About AIG's Sponsorship of New Zealand Rugby

AIG is the Official Insurance Partner of six New Zealand Rugby teams: the All Blacks, Maori All Blacks, All Blacks Sevens, New Zealand Black Ferns (women's fifteens), New Zealand Women's Sevens, and New Zealand Under 20.



About AIG

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