



WHEN: October 20-21, 2018

WHERE: Infinity Park (aka RugbyTown USA)
Glendale, Colorado

HOSTS: City of Glendale - Infinity Park
and USA Rugby

Website: USAWomens7sGlendale.com

AT A GLANCE:

- 12 National Teams including:
- | | |
|---|-------------|
| Australia | Canada |
| China | England |
| Fiji | France |
| Ireland | New Zealand |
| Russia | Spain |
| USA and International Invitational Team | |

Saturday, October 20:
Tournament Play
Octoberfest Beerfest 1-5pm

Sunday October 21:
Tournament Play - Championship Rounds

ABOUT:

Infinity Park will be the sole U.S. venue for the HSBC World Women's 7s Tournament Series in 2018. The primary route to qualification for the 2020 Tokyo Olympics, the international series is the pinnacle of Women's Sevens rugby competition on the planet. According to World Rugby, the inclusion of the fast-paced discipline in the 2016 Rio Olympic Games had a profound impact on the sport, garnering tens of millions of fans globally. World Rugby chairman Bill Beaumont says that the series has seen a sixty percent increase in viewership since 2017 alone.

The Glendale-hosted event brings the number of 2018-2019 tournament rounds to six, providing increased competition and promising more opportunity on the road to Tokyo in 2020. The HSBC USA Women's Sevens Tournament at Infinity Park will precede other international stops while demonstrating that Glendale, Colorado remains the epicenter of American rugby at every level. The tournament will be hosted at six locations worldwide, including the U.S., Dubai, Australia, Japan, Canada, and France, with eleven national teams and one invitational team competing in each round. On the line is the coveted World Series Title. This year, the tournament series also acts as the principal route for Olympic qualification to the 2020 Tokyo Games.

BROADCAST:

via World Rugby live broadcast, delayed or repeat viewings, highlights and magazine shows and news programming via CNN, CNN Sports and CNN's World Rugby show. Reach: 133 territories globally (+14% on 2016) 2.7 million viewers (2016-17 series)

SOCIAL MEDIA:

Total video views: 13.5 m (+229% on 2016)
Facebook Reach: 20.39m (+8.81)
Facebook # of People Engaged: 2.13m (7.43%)
Facebook Video Views: 5.26m (+39.66)
Twitter Global Impressions: 8m (-9.3%)
New Twitter Followers: 5340 (-34%)
Twitter Retweets: 11,180 (-10.89%)
Twitter Video Views: 891,326 (4.41%)
YouTube Video Views: 239,074 (-15.03%)
Instagram Video Views: 7.16m (N/A to 2016)

THE SERIES:

216% growth in overall audience
214% growth in broadcast audience
26% growth in global coverage
36% growth in broadcast hours