

Forth 1 Join up with Scottish Rugby

BAUER Media Scotland has announced an exciting new partnership with Scottish Rugby ahead of this month's final leg of the IRB Sevens World Series.

Bauer Media will become the Official Radio Partner of the Emirates Airline Edinburgh 7s being held at Murrayfield in Edinburgh next weekend (Saturday 29 and Sunday 30 May).



Radio Borders sports commentator Stuart McFarlane with former Scotland and Lions rugby stars Roy Laidlaw and John Rutherford with Forth 1's Grant Stott

Listeners to Forth 1 have the chance to win a place in the Scotland 7s team picture and the opportunity to meet the squad at the exciting fast-paced tournament, which sees Scotland pooled against Fiji, USA and Wales.

The partnership includes promotion of the Edinburgh 7s across Bauer's entire network of Scottish stations with online content across Forth 1, Clyde 1, Tay FM, MFR, Westsound and Northsound 1. Forth 1 DJ Grant Stott will also be talking up all the action at the tournament on the last bank holiday weekend in May.

Graham Bryce, managing director of Bauer Radio Scotland, said:

"We are delighted to launch this new agreement with Scottish Rugby. We are joining together in this strong partnership to promote the game and the IRB Sevens World Series across Scotland. We will highlight the event throughout our market-leading network of stations across Scotland and provide our listeners with updates to all the action."

Forth 1 DJ, Grant Stott, added: "It's great news that we've teamed up with Scottish Rugby and the Emirates Airline Edinburgh 7s. I'm really looking forward to the tournament and delighted that I'll be part of the action. Forth listeners should keep their ears open over the next week for a fantastic competition to meet the Scotland squad."

Event ambassador and former Scotland and British Lion, John Rutherford, said:

"Today's announcement is just the sort of promotion the game needs. It underlines Scottish Rugby's efforts to increase the accessibility of the game through a partnership which will give a big boost to one of the most exciting feasts of rugby to take place at Murrayfield – the final leg of the IRB Sevens World Series."

Scotland 7s captain, Scott Forrest, agreed:

"The summer weather makes for such a great sporting weekend. Everyone in the crowd had a great time last year at Murrayfield and really spurred us on when we took to the field for some exciting top-class rugby and close-fought games.

"That's when the supporters can really make a massive difference – you only need to look at how the team have performed at home in the last two years to see the impact they make.

"Hopefully, with the reach of all the stations within the Bauer Media group, the crowd size and noise will be boosted even further."

After the first six events in Dubai, South Africa, New Zealand, USA, Australia and Hong Kong, Samoa currently lead the World Series by three points from eight-time winners New Zealand. Teams will compete in the penultimate leg in Twickenham, London before the final showdown at Murrayfield.

Tickets are available to by logging onto www.edinburgh7s.com by calling the 24-hour Ticket Hotline – 0844 335 3933 or in person from the Murrayfield Ticket Centre, Gate A, Roseburn Street, Edinburgh (open 9am-5pm, Monday to Friday)