

RUNNING FOR RUGBY

12 pairs of feet

5 days

386 kilometres

vientiane to uan̄g praban̄g

september 26 - 30

**SUPPORT LAO RUGBY
SPONSOR A KILOMETRE**

DONATE ONLINE AT WWW.LAORUGBY.COM OR CONTACT US DIRECTLY

FOR MORE INFORMATION:

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ລາວຮັກບີ້



LAO RUGBY

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Why Rugby in the Lao PDR?

The LRF is unique in its approach to sport in the Lao PDR. While the sport is a key element of content delivered, positive health messages and development opportunities are also provided in a safe and structured environment. In addition, participation in rugby activities is open to all children regardless of ability, and this is unique in the Lao PDR context where usually only the best athletes get to participate in organised sport. Participation allows students to develop key skills such as respect, leadership and commitment as well as providing a safe and constructive use of spare time. Rugby in the Lao PDR is being increasingly used as a tool to address the growing number of children and youths exposed to possible drug, alcohol and tobacco use. The LRF also uses rugby as a platform to encourage children and youths from a range of backgrounds to mix and form positive relationships.

Running for Rugby

Running for Rugby is an initiative that has come about from a number of senior Lao players wanting to contribute to the fundraising activities of the Lao Rugby Federation. At present, the LRF plays an active role in raising funds to support rugby development in the Lao PDR to supplement the generous support provided by our sponsors and supporters. However, due to the economic difficulties many businesses are facing, a number of sponsors have been unable to renew their commitments to the sport this year. In order to support the expansion of rugby to Luang Prabang and existing rugby development activities in schools and community groups, a number of members from the Lao PDR Men and Women's National Teams have committed to running from Vientiane to Luang Prabang to raise much needed funds and to promote the game.

The LRF has committed to expanding rugby opportunities to Luang Prabang in November and will be running coaching clinics for schools and community centres as well as playing a number of exhibition matches in the city on the 21 November, 2009. To mark this important occasion, team members will run to Luang Prabang with the ball that will be used in the first rugby match to ever be held in the province as a gesture of the expanding opportunities to participate in the sport.

How Will it Work?

The team will begin their run from That Luang in Vientiane and finish at the top of Phu Sii in Luang Prabang. Throughout that entire distance there will be one person running with a rugby ball. A support team will ensure that regular changes of personnel can be made, however, the team will run the entire distance between Vientiane and Luang Prabang. An external monitor will accompany the team to ensure that the full distance is covered on foot.

How Can You Support Lao Rugby?

The distance travelled will be around 390 kilometres and the LRF is hoping to raise a minimum of 200,000 LAK per kilometre travelled by the team from both businesses and individuals. This is a unique opportunity to not only give support to a worthwhile venture, but to support a motivated group of Lao sportsmen and women to have access to the resources that allow them to bring the sport they love to more people across the country.

Individual Benefits

All individuals supporting this initiative will have their name listed on the LRF website on a dedicated page; in addition, your support will be going to support Lao sportsmen

and women taking the initiative to raise money for a good cause. For those of you wanting to support the initiative in a more hands-on manner, why not sign up to run a leg of the event with a National Team player?

Corporate Benefits

For businesses supporting this endeavour, the following benefits are available:

- A pre and post-event press release in local print media detailing the event and your support
- TV exposure through coverage of the event (this will be provided by local TV and YouTube coverage with sponsor branding also be available through the LRF website www.laorugby.com)
- T-Shirt logo visibility for team members
- Logo visibility on the support vehicle
- A sponsorship package including video footage and photographs of the event; photo opportunities with team members will be possible
- A dedicated webpage on the LRF website (www.laorugby.com) covering the event displaying your logo and a click-through banner
- Invitation to post-event dinner

In addition, depending on the level of your support, the LRF is open to any sort of exposure you require that can help us secure your support.

Recent Lao Rugby Triumphs

Rugby in the Lao PDR has improved dramatically over the past three years, from the national level right through to school and community rugby and the administration supporting the game. This year, the Lao National Men's Team retained the Mekong Cup, contested between Laos and Cambodia and also won their division in the HSBC Asian Five Nations Tournament against Brunei and Cambodia in Savannakhet. The Women's National Team won the inaugural Mekong Shield against Cambodia and were crowned Development Division Champions at the IRB Asian Women's Sevens Tournament in June beating Malaysia, Cambodia and India. In 2007, the women's side also secured SEA Games bronze in Thailand. These victories have cemented the Lao National rugby teams as the most successful national sporting teams in the Lao PDR at present.

Lao domestic teams have also competed well in tournaments held in Vientiane and overseas, playing excellent rugby and claiming a number of well-earned victories. The LRF Rugby Development Programme has also grown rapidly, with record numbers of participants in 2008. Through the Programme, a second women's team has been formed and a men's under-20s National side is to be fielded in an upcoming IRB tournament including more than 20 countries. The LRF also currently operates development activities in ten schools and two centres for disadvantaged youths and children. In 2008, the LRF held 210 sessions for children and youth with an average of more than 30 boys and girls attending each session.

For more information on Lao Rugby, please visit our website at www.laorugby.com

Thank you for your time and your support for Lao Rugby.

Mit Oudone Keohanam
Rugby Development Manager