

13 April, 2018

Eden Park partners with ActivAsian

Eden Park continues to strengthen links with the local community and is welcoming more than 100 Asian volunteers onto its team.

ActivAsian is a programme created by Sport Auckland which aims to engage the local Asian community in sports and recreation throughout the city.

These volunteers will join an already diverse Eden Park Spectator Service programme which engages more than 200 volunteers of Indian, Maori, Asian, European and Polynesian descent.

Eden Park CEO Nick Sautner says, "We are synonymous with New Zealand culture and community so we must keep up with the changing landscape around us. That means engaging various communities to help bring our events to life."

The new volunteers range from 16 to 40 years old and some of their tasks will include greeting patrons on loud speakers as they step onto the iconic grounds, directing fans, taking group photos and assisting with promotions which all contribute greatly to a smooth running stadium.

The Asian community in the Albert-Eden Local Board area makes up 48% of the neighbourhood's population.

"Auckland's unprecedented growth in recent years demonstrates the city's global appeal and diverse multicultural communities. Our volunteers are from all walks of life and reflect that we are a stadium for everyone and not solely for supporters of rugby and cricket," says Sautner.

The group was created to assist at 2011's Rugby World Cup and has remained a strong contingent ever since, with many volunteers celebrating being members for up to ten years.

Eden Park currently hosts a range of community and religious events including the Eid Festival and Diwali celebrations and hopes to attract similar events from these relationships.

The Park has a proven track record of delivering successful events since 1903, including the 1950 Empire Games, World Masters Game Opening Ceremony 2017, RWC1987 and RWC2011, CWC2015, annual Bledisloe Cup fixtures and the list goes on.

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