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## **New Zealand's national stadium immortalised in 739 piece block toy**

This Christmas Kiwi kids are being given the opportunity to help build Eden Park - in the form of a 739 piece block toy.

The largest stadium in the country has collaborated with New Zealand's favourite retailer Kmart to create the concept and get it out onto shelves at all stores in time for Christmas.

The Park holds immense history after its beginning in 1903 and maintains a special place in the memories of New Zealanders and foreigners alike.

Kmart has been a much-loved household brand since its arrival in New Zealand in 1988 and now has 22 stores across the country, with its latest addition being a Queenstown store which opened last month.

The major retailer's Country Manager Jason Picard says "Eden Park is such an iconic venue; a place where families come together to share special moments and at Kmart, that's what we're all about - making everyday living brighter for the communities we operate in. We hope this exclusive, limited edition block toy set will inspire children and families to get creative this holiday season."

The model features all stands of the 115 year old Park, complete with green hallowed turf, the South stand's ETFE (Ethylene tetrafluoroethylene) exterior, rugby goals, and the stadium's superscreens.

Eden Park CEO Nick Sautner says discussions have begun with globally iconic stadia overseas to be included in a limited edition curated collection.

"Given the role Eden Park has, and continues to, play in the stadia landscape both here and overseas, we know our merchandise is very popular. Earlier this year our Mr Vintage collection of t-shirts won 'Best Event Merchandise' at the Australasian Promotional Products Association Awards and we expect these to fly off Kmart's shelves this festive season."

The block toy also features signage from some of the Park's current sponsors who have also supported this project; Kmart, ASB, Samsung, Kia, AA Insurance, Kennards, I Love Food Co., Barfoot and Thompson, Auckland RSA and Kings Plant Barn.

The product is recommended for children, big and small, over six years old and once completed measures 380mm by 380mm.

Eden Park is committed to greater utilisation of the stadium and its facilities for the benefit of the local and wider community.

### **ENDS**

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**MEDIA RELEASE**

## **About Eden Park**

Eden Park is New Zealand's national stadium and a globally-iconic arena, located in central Auckland.

Eden Park Trust operates as a statutory not-for-profit body corporate, registered as a charitable trust with the Charities Commission. Its objectives are to promote, operate and develop Eden Park as a high quality multi-purpose stadium for the use and benefit of rugby and cricket as well as other sporting codes and other recreational, musical, and cultural events for the benefit of the public of the Auckland region.

Its rich history and profile is unmatched by any other stadium in the country. From its beginnings as a cricket ground in 1903, Eden Park became the primary venue for major summer and winter sport in Auckland when in 1913, the owner, Auckland Cricket, leased winter use of the ground to Auckland Rugby.

A Deed of Trust establishing Auckland Cricket and Auckland Rugby as the beneficial owners of Eden Park was signed in 1926 and has since been enshrined in legislation. Most notably remembered for hosting the 1987 and 2011 Rugby World Cup Finals, Eden Park remains the home of both Auckland Cricket and Auckland Rugby as it has been for more than a century.

Each year, more than half a million sports and entertainment fans from around the world visit Eden Park. The stadium successfully hosts sell-out crowds of up to 50,000 on match days and hosts more than 1,000 non-match day functions per year.