

28 September 2018

## **Eden Park teams up with locals to deliver 'An Eden Park Christmas'**

Eden Park has teamed up with the Kingsland Business Society to bring a new free family event to celebrate community, inclusion, and diversity.

An interactive festive sing-a-long led by a 500 piece school choir will kick off the inaugural 'An Eden Park Christmas'.

This annual event will be held at Eden Park on Sunday 2 December and will be hosted by politician and 'Dancing with the Stars' personality David Seymour and show partner Amelia McGregor.

Eden Park CEO Nick Sautner says the Park is committed to supporting the neighbourhood to attract new events to the city and is pleased with increased support and engagement from residents.

"Our local community is integral to our success and we want to celebrate new experiences and ways to come together at a special time of the year. We are thrilled to collaborate with our neighbouring businesses to develop an annual community event for all of Auckland to get behind."

Seymour, leader of the ACT party, says "I'm thrilled to be part of the event and to be back on stage with my favourite partner in crime, Saint Amelia."

Seymour and McGregor are preparing an interactive waltz guests can learn online and perform alongside them at Eden Park.

Kingsland Business Society's Claire Baxter-Cardy says it's intended to be a celebration of the diversity of Auckland.

"As Eden Park evolves and looks for developing opportunities to diversify, we realised this was the perfect opportunity to commence an annual collaboration and free event for the Auckland Community."

There will be markets available for fundraising for schools, community groups and local business owners from Kingsland, Dominion Road, Sandringham, Morningside, Mt Eden, Uptown and Mt Albert.

Pip Faulkner, APPA Choir Director and Head of Arts at Remuera Intermediate, will lend her vision and work alongside the local school community in her role as Musical Director.

Local eateries in 'The Fringe District' will serve festive family food offerings to support 'An Eden Park Christmas'.

The Eden Park Trust is committed to utilising the stadium for the benefit of the local and wider community, and Kingsland Business Society, along with its 360 business owners it represents, welcomes the partnership.

Tickets will be available online in November for this free event.

### **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.