

UNION

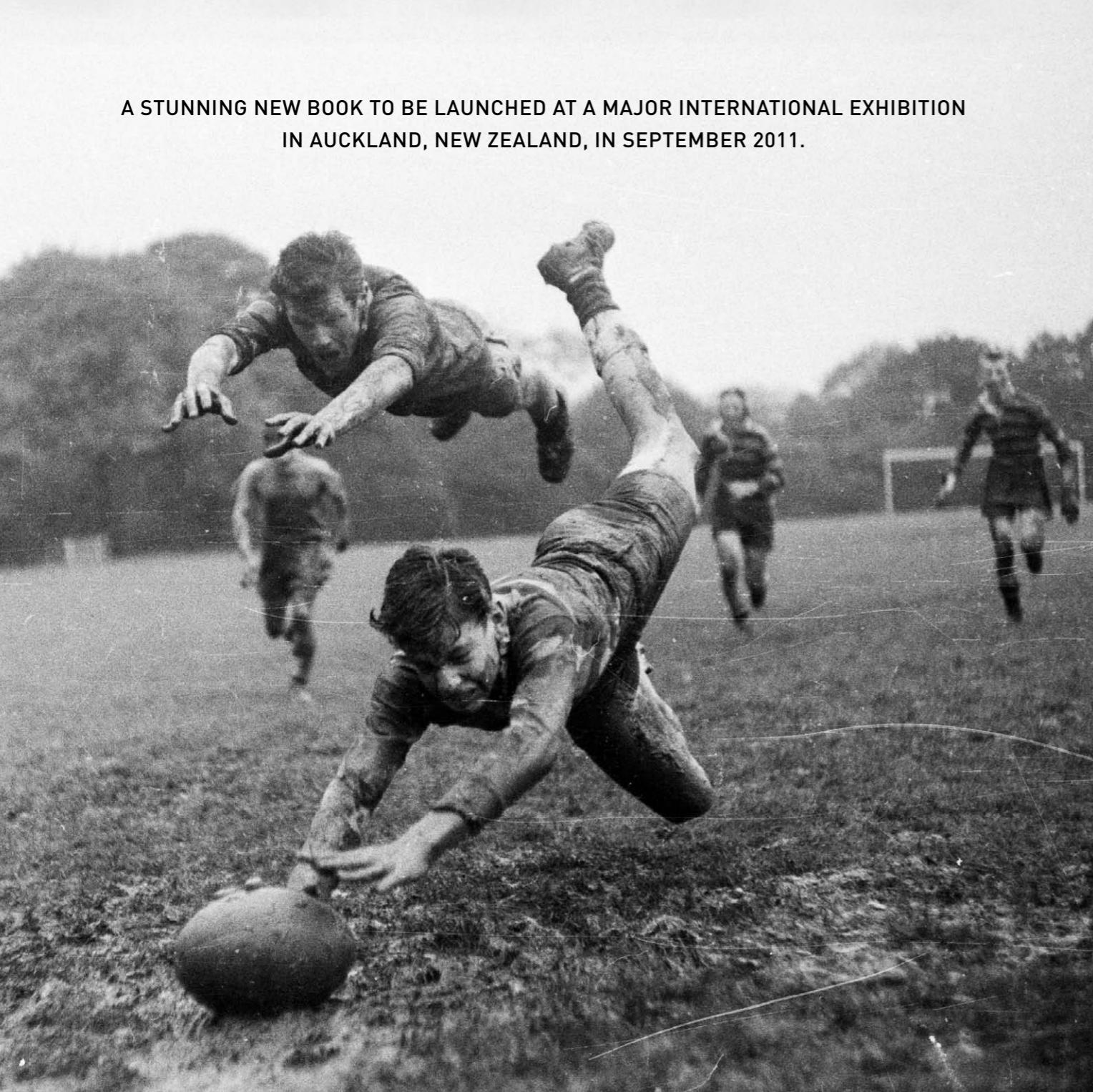
THE HEART OF RUGBY



MARTIN JOHNSON JOHN KIRWAN JOEL STRANSKY NICK FARR-JONES PHILIPPE SELLA

AN EPIC PORTRAIT OF RUGBY CAPTURED IN PHOTOGRAPHS FROM AROUND THE WORLD

A STUNNING NEW BOOK TO BE LAUNCHED AT A MAJOR INTERNATIONAL EXHIBITION
IN AUCKLAND, NEW ZEALAND, IN SEPTEMBER 2011.



UNION: THE HEART OF RUGBY

Union: The Heart of Rugby is an epic international portrait of rugby through the lenses of the world's finest rugby photographers. Conceived to celebrate the heart and soul of rugby around the world, Union will be a stunning large-format book containing 150 original and evocative images.

The Union collection will be the result of a major international search, with the final list of shots selected from thousands of images. Complementing the pictures is an original text by author Paul Thomas exploring eight core creeds that underpin the sport: Pride, Honour, Passion, Pain, Team, Heroes, Courage and Glory.

The author's text is based on interviews with five of the game's greatest modern-day players: **John Kirwan** (New Zealand), **Nick Farr-Jones** (Australia), **Phillipe Sella** (France), **Joel Stransky** (South Africa) and **Martin Johnson** (England).

Union: The Heart of Rugby will be launched with a spectacular exhibition in Auckland, New Zealand in September 2011. Legendary sports photographer Neil Leifer is the event's honorary curator.



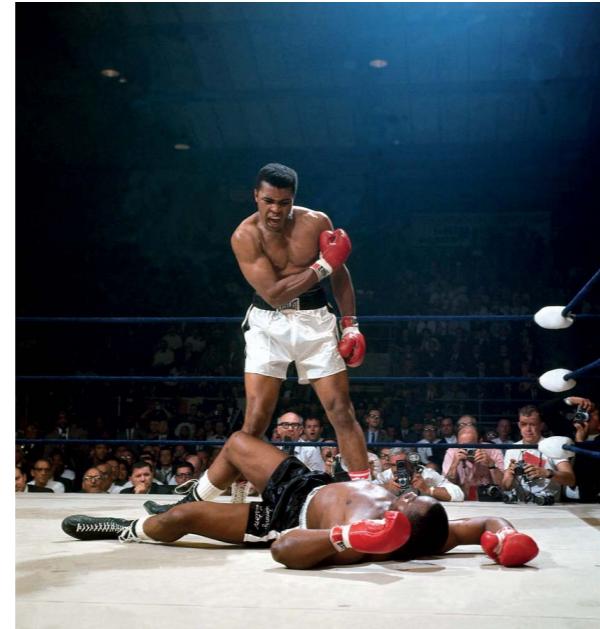
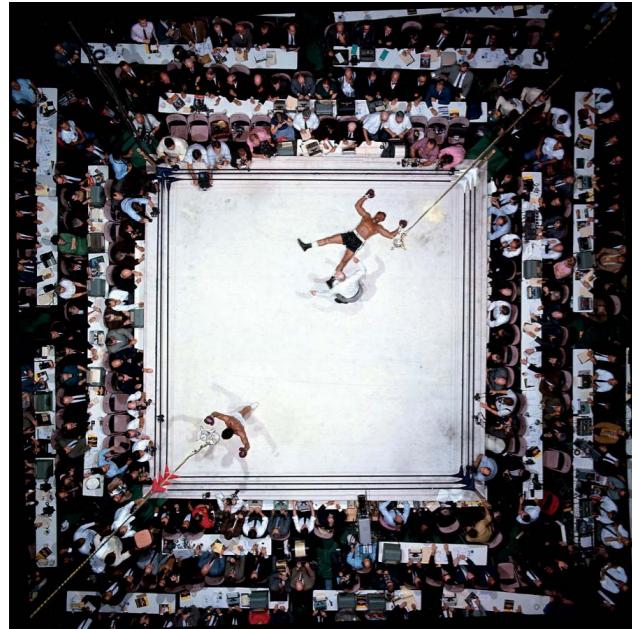
ABOUT NEIL LEIFER



Neil Leifer

Neil Leifer is one of the world's greatest sports photographers. He has captured major events for Sports Illustrated, Time, Life, Newsweek, and other leading publications, and has more than 200 covers of Sports Illustrated and Time to his credit. Among the highlights of his collection are photographs from 15 Olympic Games (7 winter and 8 summer), 4 World Soccer Cups, 17 Kentucky Derbies, 15 Masters Golf Tournaments, and countless World Series and Super Bowl games.

Neil has taken some of the best-known sports photographs of modern times. His shot of The Greatest, Muhammad Ali, standing over a prone Sonny Liston in the 1965 World Heavyweight title fight is one of the most iconic sports photographs ever taken.



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ABOUT THE AUTHORS

JOHN KIRWAN represented New Zealand's All Blacks from 1984 until 1994 winning 63 test caps. Kirwan scored the match-winning try against France in the 1987 World Cup final.

NICK FARR-JONES was capped 63 times for Australia including 36 as captain, and led Australia to its first World Cup win in 1991.

PHILIPPE SELLA made 111 appearances for France between 1982 and 1995 and represented Les Bleus in three World Cups; 1987, 1991 and 1995.

JOEL STRANSKY has 32 test caps for South Africa to his credit, and scored the winning drop goal in the 1995 World Cup final against New Zealand.

MARTIN JOHNSON won 84 test caps for England (39 as captain). He led England to victory in the 2003 World Cup.

PAUL THOMAS is an award-winning novelist, scriptwriter, journalist and sports biographer and is based in Wellington, New Zealand.



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UNION: THE HEART OF RUGBY EXHIBITION.
A UNIQUE VISITOR EXPERIENCE.



AUCKLAND TOWN HALL
380 QUEEN STREET, AUCKLAND
4th September – 28th October

Union: The Heart of Rugby will be launched in spectacular style at Auckland's iconic Town Hall. The exhibition, showcasing many of the photographs contained in the book, will run from 4 September – 28 October 2011.

The exhibition is open daily (10.00am – 5.00pm) to the public. In addition a range of hospitality opportunities are available for group visits.

For general admission bookings please go to
www.buytickets.co.nz/union

To enquire about hospitality options please contact:
kelsen.butler@sportsinc.co.nz

Exhibition partner: TelstraClear



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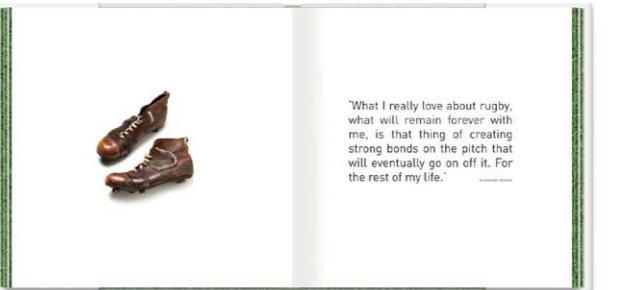


MARTIN JOHNSON JOHN KIRWAN JOEL STRANSKY
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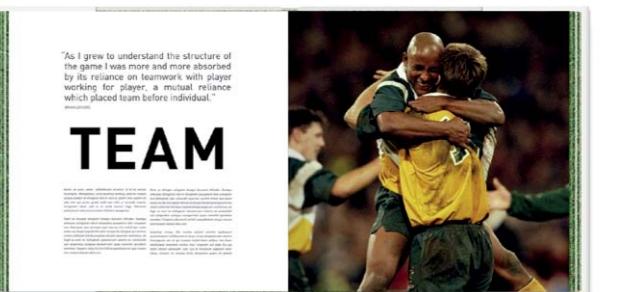


UNION: THE HEART OF RUGBY BOOK. A BOOK FOR THE AGES.

Union: The Heart of Rugby is a collection of 150 original and evocative images from the world's best rugby photographers. The book showcases the images in a spectacular large-format coffee table book of 200 pages and is 28.5cm x 26cm in size.



"What I really love about rugby, what will remain forever with me, is that thing of creating strong bonds on the pitch that will eventually go on off it. For the rest of my life."



TEAM



PASSION

To the passion means getting out of bed in the morning with your feet spluttering in the cold. It means being prepared to work hard yards. It means blood, sweat and tears. It means you don't die wondering how good you and the team could be.

SAMPLE SPREADS (DESIGN CONCEPT ONLY, SUBJECT TO CHANGE)

THE BOOK

Union: The Heart of Rugby has a recommended retail price (RRP) of NZ\$60.00 (incl. GST)

Quantity	Volume Discount	Price per unit (incl. GST)
50 – 99	10%	NZ\$54.00
100 – 499	15%	NZ\$51.00
500 – 999	20%	NZ\$48.00
1,000 +	By negotiation	By negotiation

Please note prices do not include courier and packaging fees

KEY DATES

BOOKING DEADLINE:

29
JULY
01
SEPTEMBER
2011

BOOK DELIVERY:

To discuss corporate book
orders please contact:
kelsen.butler@sportsinc.co.nz
Ph: (+64 9) 970 3802.

PLEASE NOTE:

Large volume orders should be pre-booked to receive the volume discounts outlined above. Alternatively books will be on sale at the exhibition at the recommended retail price.

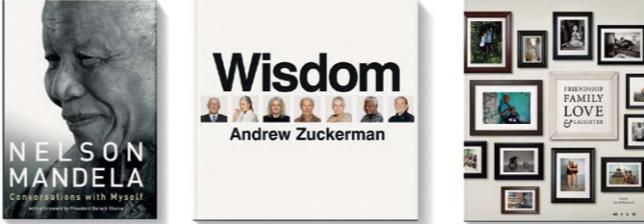
THE PUBLISHER

PQ Blackwell's collaborations with the world's leading photographers, publishers and writers have produced some of the most memorable and inspirational books of recent times.

M.I.L.K. – Moments of Intimacy, Laughter and Kinship – is a collection of images founded on humanity that has been exhibited at venues around the world including New York's Grand Central Station, the Sydney Opera House and London's Science Museum. M.I.L.K. books have sold three million copies in more than ten languages.

PQ Blackwell has also published significant works featuring Nelson Mandela, Archbishop Desmond Tutu, Princess Diana, Andrew Zuckerman, Tim Flach and award-winning New Yorker photographer Platon. Conversations With Myself, a major new book based on Nelson Mandela's private papers was published in twenty-one editions and languages in October 2010.

www.pqblackwell.com



EXHIBITION AND BOOK SALES

Sports Inc is a New Zealand based television production and event management company with a range of sports programmes seen weekly in 120 countries around the world.

Sports Inc's television productions include sports such as golf, rugby, rugby league and the Olympics and its broadcast partners include some of the most respected networks; ESPN Star Sport (Asia), Supersport (South Africa), Fox Sports (Middle East), The Golf Channel (Latin America), Fox Sports (Australia), Sky Sport and TV3 (New Zealand).

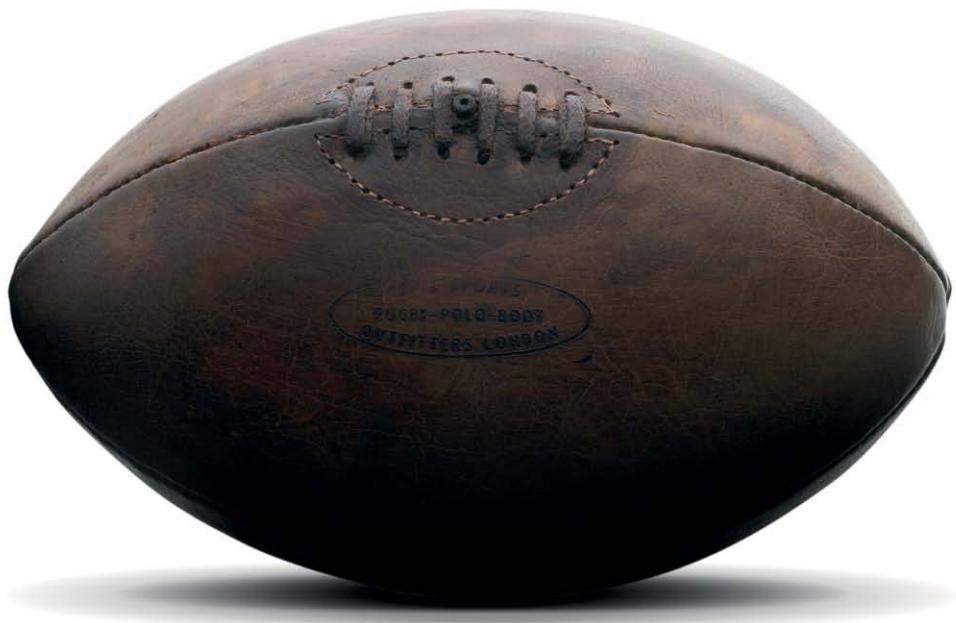
Sports Inc is proud to be associated with **Union: The Heart of Rugby** and will be responsible for managing the September 2011 exhibition in Auckland, and for corporate book sales.

www.sportsinctv.com



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WWW.UNIONHEARTOFRUGBY.COM

**Sportsinc Limited**

Level 1, Blake Street, Ponsonby, Auckland, New Zealand
PO Box 147-404, Ponsonby 1144, Auckland

Phone: (+64 9) 970 3802

Email: kelsen.butler@sportsinc.co.nz
www.sportsinctv.com

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