

# SPIKES & SPOKES ~ THE RUGBY BOWL

WestWorld of Scottsdale was the venue for this new event, held April 12, 2014. Rugby fans who arrived on their motorcycles received free general admission. Thank you to Jennifer Parks for sharing her report of the day.

*Photos courtesy of The Rugby Bowl*

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## Thousands Enjoy Intense Rugby Action as BYU tops ASU in Fiat of Scottsdale Rugby Bowl *Event Expanding, Returning in 2015*

(SCOTTSDALE, Ariz.) They came to see some hard hits in the soft sunshine and they were not disappointed, all 3,469 of them attended The Fiat of Scottsdale Rugby Bowl: Spikes & Spokes.

They came to check out motorcycles and to hear some classic rock tunes and raucous Irish rock. They came to enjoy the delicacies of some of Arizona's best food trucks and to sip brews from around

the world. Tailgaters watched fieldside under the shady comfort of their own tents. They kicked back in V's Barber-shop chairs and couches, they chilled in the ASU, BYU and World of Beer Garden tents, and they filled bleachers.

If this was their first-ever rugby match, they did it in style. They saw an underdog ASU team fight their hearts out against the top rugby program in the country and come away proud of their effort in a 57-26 loss against mighty Brigham Young University, the two-time defending college champions.

Fans even saw the debut of a great new Rugby Bowl tradition—the Tug of War match between fans of the participating teams.

The Valley debut of rugby at WestWorld of Scottsdale showed fans why the sport is one of the most popular in the world now. The action does not stop and the mix of bone-bruising hits, open-field tackles and displays of speed kept fans engaged throughout the day.

Setting the stage for the action was a rollicking performance by classic rock cover band, Whiskey's Quicker. The event came to a raucous close with Arizona's premier Irish rock band, the Keltic Cowboys. Valley food trucks were on-

site too with some reporting record sales. Numerous sponsors assisted the inaugural event; without whom the event would not have been possible.

Rugby, the fastest growing collegiate sport for both men and women and a true team sport, with all players contributing and able to get an opportunity to carry the ball and score, was played at the London games in 1908, at Antwerp in 1920 and at the Paris games in 1924.

It's the fastest growing sport in the U.S. and in all of North America. Between 2006 and 2011, the number of high-school rugby players in the U.S. increased by 84%, with 28,000 players in 650 high school programs. Youth rugby has increased 25% over the last three years. This has meant more television exposure, as when NBC began broadcasting rugby tournaments on network television and has shown the Collegiate Rugby Championships each year since 2010.

The Fiat of Scottsdale Rugby Bowl will be back in 2015 expanding to a 4-team, 2-match event.

For media or sponsorship inquiries for 2015 please contact Jennifer Parks at Jparks@RoseMoserAllynPR.com or by phone at 480.495.3806.

