

The City and Regions wants to ensure that the RWC 2011 and the proposed local festival happening around this huge tournament – Our People Our Place 2011 is remembered by our community and visitors as the best ever New Zealand experience they have had and that we can be proud to be involved and benefit from it.

Key organisations from across the regions and City have come together (including Palmerston North City Council, Manawatu District Council, Destination Manawatu, Vision Manawatu, Chamber of Commerce, Feilding promotions and Tararua and Rangitikei District Councils) are working together to make sure the most of this wonderful opportunity New Zealand has to showcase itself to the world.

Highlights

- Successful bid to host 3 teams and 2 games in Palmerston North
- Putting in place the means to hold a Festival during the RWC 2011 – "Our People Our Place 2011"
- Marketing Palmerston North and the Regions to an international audience
- The home to the recently opened and refurbished only Rugby Museum in New Zealand

The festival will provide opportunities for all ages and walks of life to participate in a range of activities - it is not directed at sports nuts! Activities and events will range from theatre, local Rangitaane events and a Rural Day in Feilding to the biggest BBQ ever seen in Palmerston North!