



# ABU DHABI HARLEQUINS RUGBY CLUB



Feb 15<sup>th</sup>

**NBAD Abu Dhabi Harlequins appoint PURE Marketing as they set their sights on becoming the leading rugby club in Middle East**

NBAD Abu Dhabi Harlequins rugby club today announced the appointment of PURE Marketing as their official marketing and communications partner.

The decision falls in line with NBAD Abu Dhabi Harlequins' wider objective of becoming the leading rugby club in the Middle East region.

In June 2008, the club signalled its ambitions by changing names and adopting one of the most famous monikers in world rugby through an official affiliation with London rugby club Harlequins.

Pure Marketing will provide full marketing and communications services for Harlequins, with a remit to continue building awareness of the club, its sponsors and the Harlequins brand.

Abu Dhabi Harlequins Chairman Richard Harris said: "The affiliation with London Harlequins was a huge step forward for the club, and we are working with Pure Marketing to capitalise on the exciting opportunities that have opened up since that announcement.

"Our association with the famous Harlequins brand has really elevated us to another level and was recognition of where we are at, as a rugby club. It underlines the club's successes on the field, the growth of our player roster, our ambitions and the professional set up that we have worked very hard at, leading up to this point.

"The deal with Pure Marketing means that the club is ensuring that we harness this momentum properly and that NBAD Abu Dhabi Harlequins forge ahead with our goal of becoming the leading rugby club in the Middle East."

"Using a professional agency to take on our marketing and communications will be key in raising the profile of the club with media and wider public. This will also help us keep attracting top rugby talent and growing our strong youth programme.

MORE

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"We are really looking to engage the media and also develop innovative strategies and platforms to showcase our loyal sponsors. We are already underway in planning for a new website, so these are exciting times for NBAD Abu Dhabi Harlequins," said Harris.

The holders of the Arabian Gulf Cup are currently sitting second on the Arabian Premiership table.

## About Abu Dhabi Harlequins

Abu Dhabi Harlequins rugby club was established in 1969 and is a founding member of the Arabian Gulf Rugby Football Union. Also known as 'The Bats', and current holders of the Arabian Gulf Cup, Abu Dhabi Harlequins have more than 600 registered players, including one women's team and 500 players who make up the club's junior division. Abu Dhabi Harlequins' headquarters and homeground are based at Al Ghazal Golf Club, Abu Dhabi.

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