



**Media Release
Monday 26 September, 2011**

'BackingBlack'- the All Blacks Fan Club, is coming!

The 'BackingBlack' travelling tour is coming to Queenstown and Dunedin.

The tour will be in Queenstown on Monday 3 October from 12-6pm at the Queenstown Events Centre and in Dunedin at The Oval, Princes Street on Friday 7 October from 12-6pm. "The 'BackingBlack' tour is a chance for Central Otago families to show their support for the All Blacks. It's a free family fun day out and it's still in full swing after school, so head along", said Michelle Kinney from Tourism Central Otago.

The tour includes five huge inflatable rugby themed games where mums can show dads they're boss, dads can test their skills against the kids, friends against friends, or even neighbours against neighbours to see who comes out on top!

Prepare to be excited! A few surprise guests will join the 'BackingBlack' tour for the day and you are encouraged to bring along your autograph book or favourite All Blacks souvenir.

There are loads of prizes up for grabs throughout the day and Bernie - the BackingBlack Van - will be there to capture on video local fans' pledges of support for the team. Virtual technology where All Blacks pose for photos with you on a big screen will be a highlight!

Proudly sponsored by Telecom and supported by the New Zealand Rugby Union, 'BackingBlack' is about helping fans rally behind the All Blacks and feel connected to the team.

For more information, contact:

Michelle Kinney
Tourism Central Otago
T: 03 440 0645 / M: 0275 978 444
E: michelle.kinney@codc.govt.nz

Alysha Dingle
Account Manager, The PR Shop
T: 021 210 1254
E: alysha@theprshop.co.nz

Have low resolution images of the inflatable rugby themed games available.