



# A DAY IN UNION

We Bind Together

## Media kit:

### Saturday 6 April 2024 is #ADayInUnion

A day for rugby lovers around Australia to celebrate their great game

Bowral, New South Wales

**Rugby lovers across Australia are being encouraged to come together on Saturday 6 April, 2024 to celebrate a national day for rugby: #ADayInUnion.**

With just days to go, President of #ADayInUnion, Greg Mumm explained, "Saturday 6 April, 2024 is a chance for people to come together and celebrate everything we love about rugby."

"We want people to share their favourite rugby photo on social media, recount glory days with old team mates, reconnect with their club or school, wear their favourite rugby jersey for the day, or join in an event at their local rugby club. It doesn't matter how you celebrate, just join in, connect with people and have fun!" [Infographic attached]

#ADayInUnion, which has the support of rugby clubs and schools across Australia has also had the backing of luminaries of the game such as Michael Hooper, Grace Hamilton, Alicia Lucas, Gordon Bray & Sir Peter Cosgrove. It is a grass-roots movement founded by Mumm and a group of community rugby supporters to bring rugby people together and share with the broader community a rugby perspective on belonging through friendship, connection & fun.

Mumm continued, "Rugby is a game like no other - it brings people together from all over the world, people of all shapes and sizes, all backgrounds. No matter whether you have played all your life or never at all, the rugby family welcomes anyone who shares its values and love for the game."

"On April 6<sup>th</sup>, let's celebrate everything we love about rugby in a national day for our game, #ADayInUnion."

### Share your celebrations

Over the weekend of 6 April, 2024, rugby lovers are encouraged to take a photo or make a video and share their celebrations on social media using the hashtag **#ADayInUnion**

"Recreating the rugby pre-game huddle, with players gathered around the ball, then sharing a photo or video with **#ADayInUnion** is a great example of how clubs, schools and groups can have fun and easily get involved." [Examples attached]

---

## Rebuilding social connections

Noting the devastating impact that floods, fires and the Covid pandemic have had on communities around Australia, Mumm said, “The last three years have been such a challenging time. So many of our social connections have been lost and people have certainly done it tough. We need to rebuild connections and celebrate the good things.”

“Rugby is renowned for welcoming everyone, so #ADayInUnion is a perfect chance for not only rugby lovers but anyone in the community looking for social connection to get involved.”

Mumm concludes, “With so many fantastic physical, mental and social benefits to being involved with rugby, we felt it was time to come together for a day in union and celebrate everything we love about this game. Join the movement!”

Ends

## About #ADayInUnion

#ADayInUnion is a grass-roots movement, created by community rugby people, for everyone who loves rugby. It has rapidly gathered support from rugby clubs and schools across Australia and rugby luminaries including Michael Hooper, Grace Hamilton, Alicia Lucas, Gordon Bray & Sir Peter Cosgrove.

#ADayInUnion is not affiliated with World Rugby, Rugby Australia or any rugby governing body or professional team.





All media enquiries to:

Greg Mumm  
President, A Day In Union  
Mobile: 0413 588 874  
Email: [president@adayinunion.com](mailto:president@adayinunion.com)

**Website:** <https://adayinunion.com/>

**Facebook:** [@adayinunion](https://www.facebook.com/adayinunion) **Instagram:** [@adayinunion](https://www.instagram.com/adayinunion) **YouTube:** [#adayinunion](https://www.youtube.com/adayinunion)

Supporting media available to download via [DropBox](#):

Media		Suggested caption
Infographic		<i>Anyone can share a photo or video of what they love about rugby with #ADayInUnion and be part of the celebrations on 6 April.</i>
Photo		<i>Clubs or groups can recreate the iconic rugby huddle and share with #ADayInUnion to show their support for the day and their love of the game.</i>
Logo		<i>#ADayInUnion is a chance for people to share their love of rugby.</i>
Video		<i>President of #ADayInUnion, Greg Mumm talks about how rugby lovers can be part of the celebrations on 6 April.</i>