

MEN'S RUGBY WORLD CUP 2027 ANNOUNCEMENT

BRISBANE SET TO CELEBRATE 500 DAYS TO GO AS TICKET APPLICATION PHASE OPENS

MEDIA ADVISORY

BRISBANE, AUSTRALIA (Wednesday, 13 May 2026): The Brisbane community will come together next week to celebrate 500 days to go until the start of Men's Rugby World Cup 2027, as well as mark the opening of the tournament's ticket Application Phase.

To commemorate this milestone students from local schools across Brisbane will unite for a large-scale photo opportunity at Roma Street Parkland on Tuesday, 19 May 2026.

Alongside the photo opportunity, Men's Rugby World Cup 2027 Managing Director Chris Stanley, Rugby World Cup winner and former New Zealand international Brad Thorn and former Australian Captain and Queensland Reds Captain James Horwill, alongside State and Local Government representatives, will be in attendance and available for a media Q&A.

The ticket Application Phase will run for two weeks and gives fans the opportunity to apply for tickets to all 52 matches of the tournament in all price categories. The application window opens from 15:00 AEST Tuesday, 19 May and will close at 18:00 AEST Tuesday, 2 June 2026.

During this two-week window, fans are encouraged to create or sign into their ticketing account and submit their application via **tickets.rugbyworldcup.com**.

KEY EVENT DETAILS

DATE: Tuesday, 19 May 2026

TIME: Media arrival from 09:50am

- Event start 10:00am (photo & vision opportunities)
- Media conference: 10:45am

LOCATION: Celebration Lawn, Roma St Parkland, Brisbane

CONFIRMED SPEAKERS & INTERVIEW TALENT:

- **Chris Stanley**, Men's Rugby World Cup 2027 Managing Director
- **Brad Thorn**, Rugby World Cup winner and former New Zealand international
- **James Horwill**, Former Australian Captain and Queensland Reds Captain

PRINCIPAL PARTNERS



KEY VISUALS AND MEDIA OPPORTUNITIES:

- Large-scale photo opportunity with students
- Students from local schools across Brisbane
- Talent interviews and media Q&A with key spokespeople

RUNNING ORDER:

- 09:50:** Media arrival, check in and set up
- 10:00:** Media call commences. Student Q&A with talent
- 10:15:** Aerial photo with local students and vision opportunities
- 10:45:** Media Q&A with spokespeople
- 11:30:** Official proceedings conclude

NOTES TO EDITORS

- Media are encouraged to register their interest in attending via the contacts below.
- Please advise of 1:1 interview requests with spokespersons in advance.
- VNR including drone footage will be available after the media conference [here](#).
- For additional details or enquiries, please contact the PR team listed below.

CONTACT DETAILS

Kirsty Johansen – Senior Communications Manager

Men's Rugby World Cup Australia 2027

E: kirsty.johansen@australia.rwc.rugby

M: 0412 853 884

Stephanie Edwards – Communications & PR Manager

Men's Rugby World Cup Australia 2027

E: stephanie.edwards@australia.rwc.rugby

M: 0448 881 896

PRINCIPAL PARTNERS





About Men's Rugby World Cup 2027

Men's Rugby World Cup 2027 is rugby union's pinnacle event contested every four years by the world's best nations. For six weeks from 1 October– 13 November 2027, Australia will welcome the world to a nationwide festival of rugby, celebrating its rich culture and heritage, and kicking off a new era of rugby that will have a positive impact for Australia, Oceania and the game globally.

With an expanded format contested by the world's top 24 teams, Men's RWC Australia 2027 will inspire an entire generation and break down barriers by making rugby even more accessible, relevant and inclusive, boosting rugby's fanbase and participation globally.

All revenue generated by Men's RWC 2027 will be reinvested in the sport, supporting World Rugby's global growth ambition, its 134 member unions and six regional associations.

PRINCIPAL PARTNERS

Emirates

