



FOR IMMEDIATE RELEASE

George Pollington Launches Independent, Global Event Consultancy, RGE

SAN FRANCISCO (January 12, 2016) – George Pollington, one of the foremost experts in global sporting event operations and brand hospitality experiences, has launched a new, global event consultancy, RGE. With a focus on high-level consulting for major global events, RGE will partner with brands, rights holders, sports federations, media, suppliers and agencies in enhancing the guest experience and security at large-scale sporting events.

“In the global event world there are only a handful of true experts who have the global experience and pedigree of George Pollington,” said John Rowady, rEvolution founder and a managing partner in RGE. “After decades of work with leading brands and agencies, I’m excited to invest in George’s vision of deploying independent, strategic global event expertise to an industry constantly looking to enhance the guest experience.”

Leveraging Pollington’s more than 25+ years of experience in global events, including several years with SportsMark and GMR, RGE will provide an integrated suite of event, experiential and hospitality services in the areas of global event strategy, operations, activation, security and management. Highlights of Pollington’s career to date include brand work with VISA across multiple global properties, in addition to work with FIFA, IOC, LOCs, MATCH and various vendors in multiple global locations.

“From logistics, strategic planning and advanced technologies, to implementing higher-level safety and security knowhow, I see a greater need for operations and hospitality services to innovate and modernize,” Pollington said. “As we enter 2016, there’s tremendous opportunity for RGE to work synergistically with event and hospitality clients, and their customers, all around the globe to meet the increasing challenges to perform at a higher level. Global sporting events are only going to get bigger – a big part of my leadership agenda is for RGE to independently help people and organizations actually deliver better.”

One of the key focuses for the international sporting and entertainment events industry remains security. A key area of focus of RGE’s consulting services will be on navigating each unique event host city, in order to put strategic preventive measures in place without negatively impacting the overall guest experience.

“Experience, technology and understanding of the dynamics of security, local culture and infrastructure, provide our clients with the groundwork to ensuring a safe and seamless guest experience. All of these are vital to RGE and our clients, especially as we are deep in preparations for events in 2016 and beyond.”

George and RGE are currently working with clients in advance of the Rio 2016 Olympics, 2018 FIFA World Cup in Russia and 2018 Winter Olympics in PyeongChang, Korea. RGE will have offices in San Francisco and Chicago. For more information on RGE and its services visit www.RGEworld.com.

About RGE

RGE is a global event consultancy partnering with brands, rights holders, sports federations, media, suppliers and agencies to enhance the experience and security of attendees at large-scale sporting events, i.e., The Olympics and FIFA World Cup. RGE is led by global event and guest experience expert George Pollington. RGE provides clients with expertise in global event strategy, operations, activation and management.

Learn more at www.RGEworld.com