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RGE EXPANDS PRESENCE IN ASIA PACIFIC VIA NEW PARTNERSHIP WITH S2M

SAN FRANCISCO (July 27, 2016) – RGE, the global event consultancy, is ramping up its presence in Asia Pacific in advance of the PyeongChang 2018 Winter Olympics, Rugby World Cup 2019 Japan and the Tokyo 2020 Summer Olympics. George Pollington, RGE managing director, recently completed trips to Beijing, Shanghai and Hong Kong to meet with key stakeholders in the sports business in China, and he has also spent time in Tokyo, Seoul and PyeongChang, with an eye on establishing a presence in the Asia Pacific region, as it prepares to host several major global sports events.

“Outside of the immediate tasks of preparing our clients for the Rio 2016 Olympics, and the upcoming 2017 FIFA Confederations and 2018 FIFA World Cup in Russia, our major focus has been building our presence to support the Asia Pacific region,” said George Pollington, RGE managing director. “With backing by the local governments for increased sports programming, as well as continued investments in infrastructure, the whole Asia Pacific region is well-positioned for growth.”

With a focus on high-level consulting for major global events, RGE partners with brands, rights holders, sports federations, media, suppliers and agencies in enhancing the guest experience and security at large-scale sporting events. In order to provide the highest level of service for its clients in the AP region, RGE sought to collaborate with the well-established S2M Group, a China-focused sports marketing agency based in Shanghai, which has worked for many years with such elite events in the region as the Shanghai Sevens, Asian Le Mans Series, Archery World Cup and the Jinqiao 8K.

“As interest grows for sporting events in China and throughout the region it’s exciting to partner with RGE which has such a broad base of global event knowledge and experience,” said Mark Thomas, S2M founder and managing director. “S2M has outstanding relationships with sports rights holders, the government, media and local brands in the region – the combination with RGE is the ideal one-two punch for our clients interested in maximizing their investment and presence in this dynamic market.”

RGE launched earlier this year as a subsidiary of rEvolution, the Chicago-based integrated sports marketing and media agency. Pollington and rEvolution founder and president, John Rowady, share a global vision which emphasizes that experience, technology and an understanding of the dynamics of security, local culture and infrastructure, are essential in providing clients with the groundwork to ensuring a safe and seamless guest experience.

“When RGE was launched at the beginning of 2016, we knew the opportunities for expansion, especially in the Asian market were both real as well as necessary,” said Rowady. “As a subsidiary, RGE and its clients are in a unique position where George and his team can tap into a highly knowledgeable group of experts across the spectrum of sports marketing, not just in China but beyond.”

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