



## Media Release

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### **ANZ's Welcome the World Winner announced**

Palmerston North-born Pulusea Seumanu has won \$25,000 and four tickets to the RWC 2011 Final as the winner of ANZ's Welcome the World competition with his idea called 'Human Animation', which will be staged in September before the start of Rugby World Cup 2011 in New Zealand.

The Welcome the World promotion asked New Zealanders to tell ANZ how they would welcome the 85,000 expected visitors to the country for the upcoming RWC 2011. The winner would see their idea come to life.

"The competition received more than 6,000 entries. Of these, five finalists were chosen to battle it out for three weeks, getting as many public votes as possible which lead us to our winner Pulusea. The finalists in total received more than 24,000 public votes," says ANZ Managing Director of Retail, Kerri Thompson.

Now living in Auckland, Pulusea's winning idea brings together clothing, cards, colour and movement to be co-ordinated in a mass spectacle created by thousands of Kiwis. "Using crowd direction specialists, choreographers and designers, we would create a breath-taking welcome message that would span the length of a rugby pitch.

"The rehearsal and performance could be filmed and uploaded to the web, as well as shown on TV. It would involve thousands of people. I just love the idea of involving everyone who wants to be involved," the early childhood teacher said.

Of the five final ideas, 'Human Animation' received the largest number of public votes – over 7,800 which helped the Welcome the World judges in making their final decision.

"The judges said they loved Pulusea's idea as it was dynamic, colourful and would bring people together. The degree of creativity in the idea stood out and there has been a lot of Internet traffic with people saying they would loved to be a part of it," says Ms Thompson. The judges were ANZ New Zealand Chief Executive Officer David Hisco, leading event producer Ant Hampel and brand guru Steve Kane.

A team of event specialists will work with Pulusea over the next ten weeks to bring 'Human Animation' to life for a grand unveiling in September.

Ms Thompson said the judges were blown away by the creativity of all five finalists. "Their ideas were imaginative and fitted the brief we set out. There was a lot of energy spent on developing the ideas and they put up a tough fight competing against each other to get votes. Each one of them will receive tickets to the Final or a semi-final match so everyone is a winner." All 6000 Welcome the World entrants also went into a draw to win two RWC 2011 semi-final, quarter-final or Bronze Final tickets.

"Find out more information about 'Human Animation' at [www.welcometheworld.co.nz](http://www.welcometheworld.co.nz). As a Worldwide Partner of RWC 2011 and the Official Bank of the Tournament, ANZ is committed to doing its part to make the Tournament a success and we want as many people as possible involved in welcoming the world to New Zealand," says Ms Thompson.

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**For further information, or to speak to the winner contact Gita Parsot, Senior Manager, External Relations on 04-4366 760 or 027 277 3139.**