

Census Johnson's Face Wins Scrum Machine For Samoa

Census Johnston and Rhino Rugby combine for Scrum machine for Samoa 20 January 2009—Manu Samoa and Pacific Islanders world-class prop forward Census Johnson has donated part of his earnings to his country of origin—Samoa. Johnson, plying his rugby trade in the UK for the Saracens Club, was chosen in 2008 as the 'face' of Rhino Pure Rugby—the new on-field playing kit and apparel brand launched by Rhino Rugby and merchandising specialists Trimerchandise. 'We were delighted with the image of power and toughness we were able to project via these images of Census', commented Duncan Olnier, Chief Designer for Rhino Pure Rugby. It is very much in line with the historic positioning of the Rhino brand.

Come the time to collect his Rhino Gift of Kit allowance from the project, Cencus himself suggested that he would like to donate it towards the cost of a top-of-the range Rhino scrum machine for developing forward play in Samoa. Rhino in acknowledging the selfless gesture by Census also entered into the spirit of giving by offering a considerable discount on a machine currently located in Christchurch, New Zealand as a result of the England tour there in June.

Top: Top-of-the line Rhino scrum machine. Bottom: Manu Samoa scrum preparations to RWC2007. The deal was agreed in principle when Rhino CEO, Mr Reg Clark met with Samoa Rugby Union's CEO Sua Peter Schuster at an IRB Conference in London in November 2008. 'This piece of equipment is very much needed in Samoa in an area we've identified as needing improvement if we are to consistently compete and win against tier-1 rugby nations', commented Su'a Schuster. 'We are grateful to the contributions from Census, from Rhino and the IRB that have made this valuable tool available to rugby development in Samoa.' END More information?: (Samoa) Fatu Tauafiafi, 777-2672 or media-pr@srfu.ws

(United Kingdom) Mr Reg Clark, Rhino CEO, Tel 020 8995 5965 or regclark@rhinorugby.com

For high resolution versions of images contact: regclark@rhinorugby.com