

# Rugby celebration goes national

BY IAN MACKAY

**Gonville property which celebrates 2011 World Cup is set to receive wide publicity.**

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Carlton School had one day's notice to gather a crowd for the photo shoot. It achieved its aim with about 100 people outside the house. The rain held off and the agency photographer shot between passing vehicles including large trucks, whose drivers tooted horns loudly as they passed.

The advertising agency became involved after three Carlton School classes walked down to the house and had their photo taken by a teacher,

Lisa Larsen, who put it on a class blog. It was seen by the advertising agency, who wished to re-enact the photo for an ANZ Rugby World Cup 2011 billboard advert. The teachers and the PTA took to phones and organised a group of children and their parents to meet at the Broderson's property on Friday morning. Two sets of photos were taken for the post-cup advertising campaign. One was with the children in normal clothes, in case of an All Black defeat, and one with the children in black clothes, in case the All Blacks reached and won the final.

Ian said Carlton School children visited the Broderson property before the start of the World Cup tournament last month.

He said the advertising agency had been looking for a property which featured all of the cup teams playing in New Zealand. The Gonville property met the criteria, with the section carrying all 20 national flags of the teams in the tournament.

Full flags on the



**Carlton School pupils on Gonville's World Cup rugby site for a promotion which will provide national cover**

property are those of Russia, Argentina, Wales, Canada, Italy, Fiji, Samoa, England, South Africa and Tonga. The flags of the remaining nations were painted on the front fence. The New Zealand flag has pride of place, on a flagpole, while the United States, which was hosted by the City of Wanganui, is also prominently

represented.

At one point it seemed to Ian that the photo shoot on Friday would not take place. Vandals tagged the property overnight on Thursday. Rain had washed a lot of graffiti off the fence and then the Graffiti Busters chimed in to help, he said. The advertising agency crew heading for Wanganui

was notified of the graffiti attack, but were undeterred and proceeded here, by which time most of the graffiti had been removed.

The idea of a World Cup tribute on the property had come from his wife, Rosalie, and their son Shane, Ian said. Then he had jumped on the bandwagon. The next door

neighbours, Ben, Abbie and Shelly, had also helped with the display.

Ian said the advertising agency have given him a current All Black jersey, umbrella, socks and caps. He would be giving the jersey to son Shane.