



AG RUGBY TEAMS UP WITH AUSTIN MUSIC FOUNDATION FOR SEASON-LONG PARTNERSHIP

Austin Gilgronis to Showcase Live Entertainment from Local Musicians During Game-Days and Donate Proceeds from First Game to AMF

AUSTIN, TX (March 3, 2021) - [AG Rugby](#), Austin's Major League Rugby team, is partnering with Austin Music Foundation (AMF) for the 2021 season. The partnership will give AG Rugby fans the chance to catch some of their favorite local acts live at games for more game-day entertainment. Additionally, AG Rugby will be donating an initial \$15,000 to AMF.

"We are truly honored to be working with the AG Rugby team in this capacity. Giving our local musicians the chance to safely perform live again and do what they love is so beneficial to us all. This partnership will breathe a new life not only into our local music community, but Austin as a whole. We're all in this together and we couldn't be more excited to work with AG Rugby" said AMF Executive Director, Jennifer Dugas.

Austin Music Foundation is a nonprofit arts service organization dedicated to supporting independent artists and music professionals at all stages of their careers. AMF is highly engaged in developing initiatives that facilitate the growth and sustainability of Austin's creative class and remains one of the city's only service organizations dedicated to delivering year-round music business training, at no cost to the local music community. The local organization strengthens, connects, and advances the local music industry and community through educational programming, professional development, and focused mentoring.

"Austin is the Live Music Capital of the World and we want to showcase that at our games" commented AG Rugby General Manager, Michael Sheehan. "This partnership means so much to us because we're able to shine a light on the local bands and musicians that make up the fabric of our community and give fans a great live music experience, something that has been dearly missed in the past year."

The AG's will kick off a season-long lineup of great music, starting with DJ Paul Oakenfold after the team's first match on Saturday, March 20. Follow AMF (@austinmusicfoundation) & AG's (@gilgronis) on social media and stay tuned for more information about the partnership, including future band lineup announcements.

AG Rugby and AMF will both be taking strict health precautions and adhering to all COVID-19 safety measures. In addition to all game-day activities and live performances being outdoors, masks will be required and social distancing will be enforced to ensure the safety of all involved.

Stay tuned for more information about the partnership. The 2021 season will kick off with a home game on Saturday, March 20 against the Utah Warriors. For more information about AG Rugby and to view additional ticket options, please visit AGRugby.com.

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ABOUT MAJOR LEAGUE RUGBY:

Major League Rugby is a professional sports league entering its fourth season and represents the highest level of rugby competition in North America. The League evolved from seven teams in 2018 to 13 teams in 2021, featuring 12 from the United States and one from Canada. Matches are televised on CBS Sports Network, FOX Sports 2, and ESPN+, among other national and local market platforms. All matches are available on Facebook Live for international fans. MLR prides itself in fostering an intense and high-stakes competition, while bringing together a passionate community built on the values of Respect, Inclusivity, and Tradition. For more information about MLR, visit MajorLeague.Rugby.

ABOUT ELITE RUGBY MANAGEMENT:

Elite Rugby Management is the entity that owns and operates the AG Rugby team of Major League Rugby. Based in the City of Austin, Elite Rugby Management has engaged the world's best rugby personnel and is focused on delivering a premier rugby experience through its ownership of the AG's team and its innovative approach to game day entertainment, which will include live music, youth rugby initiatives, and much more. The 2021 season will be played at Bold Stadium, located in the heart of Circuit of The Americas, with matches televised locally on KBVO. As a team within Major League Rugby, the AG's represent the future of professional rugby and entertainment within the United States. For more information about the AG's, visit gilgronis.com

ABOUT AUSTIN MUSIC FOUNDATION:

Austin Music Foundation (AMF) is a 501(c)3 nonprofit organization whose core mission is to strengthen, connect, and advance the local music industry and community. Founded in 2002, AMF remains the only arts service organization in the nation dedicated to providing no-cost, year-round music business training, educational resources, mentoring and focused professional development to music artists and professionals at all stages of their careers.

AMF serves as a critical bridge to economic opportunity, viability and sustainability for Austin's creative class, and is among a select group of organizations recognized by Bloomberg Philanthropies as a leader in the nonprofit arts sector. Through its highly selective signature programs and fellowships, along with one-on-one consultations and annual public access programming, AMF invests in, develops and accelerates a class of outstanding professional artists and future industry leaders who go on to accomplish amazing work and drive growth within our City. Learn more about AMF at www.austinmusicfoundation.org.