

## 'Dubai 7s for Good' CSR programme raises a total of AED 1.68 million

- A Monitor Desk Report

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**DUBAI 7s FOR GOOD**

**OVER AED 1.68M RAISED**  
TO SUPPORT SPORTING AND INFRASTRUCTURE PROJECTS AT NORTH ROAD PRIMARY MBALE, UGANDA

**UGANDA HAS A PROUD RUGBY HERITAGE, FIELDING COMPETITIVE NATIONAL TEAMS IN 7S AND 15S**

**IN 2022-23, DUBAI 7s DELIVERED:**

- Sports equipment and clothing to the school
- 16 water stations to provide clean water to the students and wider community
- School infrastructure like windows, doors and painting walls

**SUPPORTING 3,800 CHILDREN**

**IN 2024, DUBAI 7s BUILT:**

- A 70m x 100m rugby pitch
- Permanent 2,000-capacity bleachers with shading
- Major repairs to the current teachers' living quarters

**Emirates DUBAI 7s**

Dubai: Emirates' 'Dubai 7s for Good' CSR programme, dedicated to developing sports and educational facilities in disadvantaged areas, has raised AED 580,000 in its fourth year, bringing the total to AED 1.68 million raised to date, during its annual Long Lunch event.

In another year of remarkable fundraising, the programme achieved its highest total of AED 580,000 in just a few hours, which will go towards building community infrastructure and sports amenities at North Road Primary School in Uganda.

Since its inception in 2021, the programme has supported the development of sports facilities at the school, establishing a rugby pitch and donating equipment along with delivering coaching for both adults and children. In addition to promoting sports development, the funds have been used to build better infrastructure for the school's

community, creating a safer and healthier environment for students and locals.

Matthew Burn, Emirates Dubai 7s for Good Programme Lead, commented: “The funds raised this year will make a meaningful difference in the lives of the students at North Road Primary and the wider Mbale community. We know that sport is a powerful tool to enrich, inspire, and bring people together, and this is evident in the success of the Dubai 7s For Good programme so far.”

The Emirates Dubai 7s festival weekend will return this year, kicking off the first of the World Rugby SVNS Series in Dubai. The festival, taking place from Friday, 29 November to Sunday, 1 December 2024 across the UAE National Day Weekend. As the Middle East’s largest sports and entertainment festival, the event offers something for everyone—from world-class and amateur rugby, cricket, and netball to padel tennis and fitness competitions. Visitors can also enjoy a three-day lineup of A-list headline artists and a range of family-friendly festival activities.

Standard tickets are available for AED 425, or AED 550 for full weekend passes and AED 325 for People of Determination.

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