



## **HOME FIELD ADVANTAGE – SEASON 4 THE HIT DOCUMENTARY SERIES RETURNS FOR RUGBY WORLD CUP 2023 IN FRANCE**

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### **Press release**

Paris, 31 May 2023

**Following the success of the first 3 instalments, the documentary series Home Field Advantage is back for a fourth season starting from 1 June on YouTube. As France prepares to host the tenth Rugby World Cup, the series created by Societe Generale and directed by Benoît Pensivy takes us this time to the Basque region of France to meet two neighboring clubs, Ciboure and Saint-Pée-sur-Nivelle.**

For this new season, Jonny Wilkinson and his fellow international rugby stars Dan Carter, Richie McCaw, Siya Kolisi, Thierry Dusautoir, Christian Califano, Matt Giteau and Imanol Harinordoquy will be coaching the Ciboure and Saint-Pée-sur-Nivelle amateur teams in the run-up to their traditional derby match.

In addition to the match and its preparations, our amateur players will be treated to enriching experiences with these 8 legends of the game, while also focusing on the social role of rugby in South Africa, New Zealand and Madagascar through *Terres en Mêlées*, an association supported by the Societe Generale The Future is You Foundation.

#### **Sharing experiences and helping one another**

The idea behind Home Field Advantage is to support amateur clubs over a period of several months, enabling them to benefit from the expertise of international players and create unforgettable personal moments together as well as amazing rugby experiences.

Sharing and mutual support among former rivals are the values conveyed throughout the 4 seasons of the documentary series, forging lasting bonds between the Societe Generale rugby ambassadors and the amateur players that extend well beyond the show.

The documentary series also makes trips to South Africa, New Zealand and Madagascar with the goals of getting to know different people, discovering new horizons, realities and experiences, and sharing the ensuing emotions.

## The local derby in the spotlight

The main thread running through the story is the derby match between the two clubs from the southwest of France, with the "Basques hinterland" facing off against the "coastal Basques". In this fourth season of Home Field Advantage, we get to see that what unites them is far stronger than what divides them. And why the French Basque region? Because it is often known as the "New Zealand of France", the promised land of rugby and rugby players, with its authenticity, songs and the diversity of landscapes and people.

***“We build bonds with our teammates, but we also build bonds with our opponents.”***

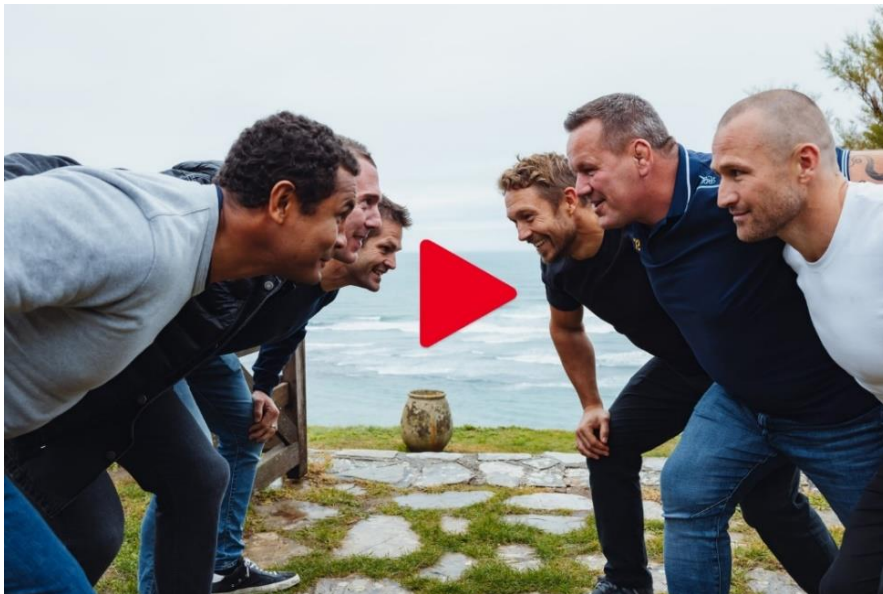
Jonny Wilkinson

***“Home Field Advantage gives us a taster of what we will experience with Rugby World Cup in 2023. On and off the pitch, in France as well as in South Africa, Madagascar and New Zealand, Season 4 is all about team spirit, commitment and respect – all values that Societe Generale has long shared with the world of rugby.***

***The season is full of emotion, which once again shows just how much can be at stake on the pitch, whether you're a legendary player, an amateur or a fan! Together, everything is possible!”***

*Katia Lazarew, Head of Sports Sponsorship, Societe Generale group*

### Discover Home Field Advantage - Season 4:



#### Home Field Advantage key figures

Over **3 million views** of the **first 3 seasons** on YouTube

**Six 24-minute episodes** of **Season 4**

**Seven rugby legends** together for the first time in a TV series

Released the **1 June** exclusively on YouTube

Click [HERE](#) to download the MEDIA KIT (pictures, poster, press kit...)

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#### For the love of rugby since 1987

As a major partner of Rugby World Cup for the seventh time, Societe Generale supports the development of rugby in France and abroad, and shares the values of respect, team spirit, commitment and conviviality with all those who play the sport, both professional and amateur, and all those who are passionate about it. For more information on Societe Generale's commitment to rugby, please visit our website <https://www.societegenerale.com/en/patronage-and-sponsorhip/sports/rugby>

## Societe Generale

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Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 117,000 members of staff in 66 countries and supports on a daily basis 25 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:

- **French Retail Banking** with the SG bank, resulting from the merger of the two Societe Generale and Crédit du Nord networks, and Boursorama. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
- **International Retail Banking, Insurance and Financial Services**, with networks in Africa, Central and Eastern Europe and specialised businesses that are leaders in their markets;
- **Global Banking and Investor Solutions**, which offers recognised expertise, key international locations and integrated solutions.

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