

ActiveOps and GB7s support Heroes of Hope with TRY For Good at the Emirates Dubai 7s 2024

ActiveOps to make a donation to Heroes of Hope for every try scored by GB7s throughout the Dubai tournament

DUBAI, DUBAI, UNITED ARAB EMIRATES, November 27, 2024 /EINPresswire.com/ -- [ActiveOps](#), a leader in AI-powered Decision Intelligence software and the Official Analytics Partner of the Great Britain Men's & Women's Rugby Sevens ([GB7s](#)), has today announced an initiative to support [Heroes of Hope](#) UAE, a non-profit organisation that empowers individuals of determination through sports, fostering inclusion and personal growth across the community.

The initiative, entitled 'TRY For Good', will see ActiveOps donate 500 United Arab Emirates Dirhams to Heroes of Hope UAE for every try scored by the GB7s men's and women's teams throughout the tournament in Dubai. As well as this, the men's and women's teams met with some of the heroes from Heroes of Hope ahead of the tournament, an engaging session where the heroes' and GB7s teams spoke about their journey, the sport of Rugby Sevens and now their connected ambitions.

Founded by Hollie Murphy, Heroes of Hope is dedicated to helping People of Determination (PODs) develop their sporting, social, and interpersonal skills. Based in Dubai, Hollie said: "Heroes of Hope has built an inclusive and diverse community for athletes with special needs. We work to create opportunities and pathways for all athletes to reach their potential and accomplish their own dreams. The TRY for Good initiative by ActiveOps with GB7s enables us to



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create a unique interactive experience for our heroes and further improve our delivery and mission of expanding opportunities.”

Bhavesh Vaghela, EMEA CRO and Global CMO at ActiveOps, said: “We are thrilled to be in Dubai to not only support GB7s but to also support Heroes of Hope. The whole company is proud to be involved in Rugby Sevens, to show the importance of data and analytics in the sport. But more than this, through the TRY For Good initiative, we want to ensure that sport is for everyone, no matter your age, gender, ethnicity or level of ability.”

Joe Lydon, Performance Director at Great Britain Men’s & Women’s Rugby Sevens (GB7s) added: “We are delighted to support this great

ActiveOps initiative ahead of the opening event of the HSBC SVNS Series 2024/2025, the Emirates Dubai 7s. To meet and engage with the heroes at Heroes of Hope was truly a wonderful and inspiring experience for all. We too aim to be true believers and achievers, and feel that the TRY For Good initiative further fuels our drive to score as many tries as possible this weekend.”

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The ActiveOps TRY For Good initiative will be activated across all rounds of the HSBC SVNS Series in 2024/25, supporting programmes across the globe; Dubai, Cape Town, Perth, Vancouver, Hong Kong, Singapore and Los Angeles.

About ActiveOps:

At ActiveOps, we believe the ability to make every decision – the right decision, at the right time, will transform operations. Our blend of AI and human intelligence

delivers the most complete and useful set of predictive and prescriptive insights to help service operations make better decisions – faster. Service Operations has been in our DNA for 20 years. Our AI-powered SaaS solutions are underpinned by 15+ years of operational data and our AOM methodology that’s proven to drive cross department decision-making. We call this Decision



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