The USA 7s in Las Vegas has been awarded Rugby Event of the Year by the 2012 Rugby Expo.

The awards were handed out Wednesday evening at
Twickenham in London, with the USA 7s LLC-run event garnering recognition for its rate of growth and entertainment value.

The Hong Kong Rugby Union took the honors in the Community Programme category, while other winners were:

Leicester Tigers, Innovation in Marketing
(London Welsh and Bamboo Marketing Communications received commendations.)

Welford Road (Leicester), Rugby Venue of the Year
Rugby Lift. Award for Technical Innovation
Aviva, Sponsor of the Year
Farnham RFC, best community and grassroots club
(Redingensians RFC, Spalding RFC and Howe of Fife RFC received commendations.)

Both Premiership Rugby's Hitz Programme and the London Scottish School of Hard Knocks initiative were highly commended in the Community Programme category.

"Our judges faced a genuine challenge to separate some excellent entries in many categories and this year's entries confirmed that the Rugby Expo Awards are a reflection of the growing professionalism, dedication and hard work which characterises the sport," John Hockey, chairman of Rugby Ventures, which operates Rugby Expo, said. "We were delighted to receive entries from different parts of the world and to recognise the excellent work which is being done in both the USA and Hong Kong. Our congratulations go not only to the winners but to every club or organisation which entered and we look forward to growing the Awards yet again on 2013."