

Press release

The 2011 IIHF World Championship

The official 2011 IIHF WM mascot is called Gooly

365 before the commencement of the championship, the official mascot has received a makeover and has been named.

The official 2011 IIHF World Championship set to take place in a years time in Bratislava and Košice's official mascot is called 'Gooly'. A grey-white wolf was ceremoniously christened exactly a year before the championship start date by the Slovak ice hockey federation president Juraj Široký.

The man who came up with the name for the official mascot for the most significant sporting event in Slovakia was Peter Hanzlík from Michalovce. His submission was the winning one, selected from among some 14 000 other submissions in a competition organised by the 2011 IIHF WM Organizing Committee in collaboration with Radio Expres. The winning entry earns Mr Hanzlik two exclusive VIP passes to all of the games in the championship courtesy of the organisers.

The contest took place on the website of the most listened to radio station in Slovakia - www.expres.sk and the organisers received 14 504 entries for the name of the friendly grey-white wolf dressed in a Slovak hockey top. The ten best entries went onto a second round of voting in which the victorious name was chosen. The top five entries were awarded with signed original Slovak hockey team tops.

The official mascot received not only a name, but also a makeover. The Slovak public also played a large role in changing the face of the 'official face' of the championship.

It was the comments from hockey fans themselves as well as the public which served as the stimulate for renewed talks between the 2011 IIHF WM Organizing Committee, IIHF and Infront Sports & Media regarding the official mascot.

"After consultation with our Swiss partners we reached a consensus that the mascot was to be more for the Slovak fans and that its look should reflect their opinions. The fans have to relate to the mascot." Said Igor Nemeček, 2011 IIHF WM general director. "This is why we requested the option of creating our own mascot".

The new proposal was drafted by VACULIK ADVERTISING, which is also preparing a concise local and international campaign for the championship. The mascot creator is PETER HREVUŠ who has worked at Vaculík Advertising as their art director for marketing communication for 12 years and is the holder of many distinguished national and international prizes. " I believe that the new design has adequately taken into account all the suggestions and ideas from hockey fans and it has received positive reactions from the public" Added Nemeček.

The choice of a wolf as the 2011 IIHF World Championship mascot was approved by the Slovak Ice Hockey Federation at their assembly. "Wolves are animals which are typically Slovak, evoking our forests and countryside" – said Igor Nemeček.

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