

Press release

The 2011 IIHF World Championship

Slovakia becomes the hockey republic!

The 2011 IIHF World Championship organizing committee official trailer.

News of the preparations for the largest sporting event in the modern-age history of Slovakia is released into the world. The 2011 IIHF World Championship organizing committee have released the official championship trailer.

"It's the main spot from the organising country, Presenting Slovakia and its dominant features," said 2011 IIHF marketing director Martin Ryba. *"The real ice age is going to happen in Slovakia at the end of April next year. The Slovak republic will become the ice republic"* he added. The trailer will be used by the organizing committee to promote the event in addition to the main countdown spot prior to the championship matches themselves at the world championship in both Bratislava and Košice.

The official trailer was put together by VACULIK ADVERTISING in collaboration with Hitchhiker Films and Stone post-production.

The opening shots were provided by the Slovak Tourist Board. (SACR). Shooting took place in two locations - Trojičné square in Trnava and Trnava winter stadium. A 70 man film crew and more than 100 extras took part in the shoot. The most demanding part of the process was post production. The 3D animators worked in three shifts due to time restraints.

The concept and script for the trailer were Slovakia gradually freezes over were conceived by the VACULIK ADVERTISING team - Michal Balla and Marek Konečný under the direction of director Dejan Galovič. The spot was directed by Tomáš Zavorský.

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