

Press Release

## 2011 IIHF World Championship

### Prize for the 10 000<sup>th</sup> 2011 WM Facebook fan

**The Organizing Committee handed over a number of presents to Jaroslava Kohútová – an official T-shirt and a championship notepad and pen.**

The official championship Facebook site has more than 10 200 fans so far. The organizers thereby have achieved their targeted number of visits a full nine months before the 2011 IIHF World Championship starts.

Jaroslava Kohútová (25) from Liptovský Mikuláš became the hallmark 10 000th official Facebook 2011 IIHF World Championship fan. At the Organizing Committee centre Jaroslava received a number of commemorative gifts – an official championship T-shirt, a notepad and pen as well as being allowed a sneak peak into the organizers workplace.

*"I'm really thrilled to have become the 10 000<sup>th</sup> fan. I'm keeping my fingers crossed for the Organizing Committee with the championship's organization," said Jaroslava – who works in marketing and is additionally a huge hockey fan.*

The Facebook site is used by the Organizing Committee for regular contact with fans. Thanks to its flexibility, the site is one of the fastest communication channels. In addition to news, visitors also have the chance to look through interesting photographs and videos - amongst which the official championship trailer can be found.

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