

Press Release

2011 IIHF World Championship, Slovakia

Gooly visits Košice first!

The official championship mascot tosses the first symbolic bully in the Steel Arena.



Gooly – the official 2011 World championship mascot was introduced to the public for the first time in his life-size form. Spectators at the Košice Steel Arena were the first to see him during a 3rd round Slovnaft Extraleague game between HC Košice and MsHK DOXXbet Žilina. In one of the two home venues in which he is set to entertain the public during the IIHF 2011 World Championship, Gooly tossed the first symbolic bully in the first HC Košice home game of the season.

The grey wolf – dressed in the Slovak national top – was created by a specialist company by the name of Création Animation Mascottes from Quebec; a company which employs some 81 professional animators. The life-size Gooly took two months to make.

The creator of the name of the official mascot for the most significant sporting event ever to be held on Slovak soil – is Peter Hanzlík from city Michalovce. His entry was the one which was selected from among 14 000 others by the organizing committee in a competition organized in collaboration with Radio Expres. The mascot design was drafted by the VACULIK ADVERTISING agency, in particular by art director - Peter Hrevuš.

Košice, 13th September 2010

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