

Press Release

2011 IIHF World Championship, Slovakia

Slovak hockey championship meets with great success in Finland and Germany

The organizing committee presented itself at a press conference during the traditional Deutschland Cup and Karjala Cup.

The 2011 IIHF World Championship Organizing Committee continued in its European promotional tour. 100 media representatives from all around the old continent participated at press conferences in Munich and Helsinki.

OC Chairman Igor Nemeček presented the 2011 IIHF World Championship program in Bavaria during the traditional German Cup in front of around 40 German, Swiss and foreign Slovak media representatives. *"The press conference held before our game with Germany created a lot of interest. Journalists asked in particular about tickets, accommodation and the reconstruction of the Bratislava arena and building of the Košice training hall,"* said Igor Nemeček in Munich. His presence brought the Slovak team some good luck – they defeated Germany 3:2 in extra time.

Championship Head of marketing Martin Ryba made a press appearance at the traditional Karjala Cup in Finland. *"We didn't expect such numbers. Our presentation attracted almost 60 international journalists. We subsequently appeared on Finnish and Swedish television and Czech radio."* Stated Martin Ryba in Helsinki.

Organizing committee representatives presented the 2011 IIHF World Championship in its entirety to the international media – including stadium preparations, ticket sale systems, accommodation as well as championship marketing. Mention was also given to the 2011 IIHF World Championship Facebook fanpage, which currently has in excess of 13 400 fans.

The series of press conferences got underway almost two weeks ago in the defending champion's capital city – Prague. Following Munich and Helsinki visits, the series will continue in Switzerland.

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Michaela Grendelová
Head of Communication