



Press Release

## 2011 IIHF World Championship, Slovakia

# Hockey buses in Bratislava and Košice

### Three branded buses and two trams set to transport the inhabitants of the two championship cities.

This week, in the two largest Slovak cities, buses and trams branded with the 2011 IIHF World Championship visual and logo hit the streets. On Monday a tram and a bus took to the streets, and a new mode of transport, which can take to 185 passengers is set to join it on Wednesday. This is the first time that this new bus has ever been used for advertising purposes by Bratislava public transport. The bus is adorned with some 120 sq. metres of adhesive advertising foil.

*"We wish to remind Bratislava and Košice inhabitants that the start of this international event is drawing closer. We will be glad to see both cities live for hockey thanks to busses and trams being branded,"* said Igor Nemeček – OC Chairman of the 2011 IIHF World Championship.

The Košice public transport route will be ridden by the championship tram and bus until the end of this week. Championship branded busses and trams are set to ride through Bratislava and Košice right until the end of the championship which officially takes place between 29<sup>th</sup> April and 15<sup>th</sup> May 2011.

Bratislava, 24th November 2010

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