

Press Release

2010 IIHF WORLD CHAMPIONSHIP – Media Service | Betzenweg 34 | D-81247 Munich | Phone +49 89 818218 | Fax +49 89 818219
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HRS is an Official Partner of the 2010 IIHF World Championship

Hotel Reservation made easy on www.iihfworlds2010.com

Many people can write a book about the difficulties in finding suitable hotel accommodation for major international events, especially if a fair or a congress is taking place simultaneously. Then, more often than not, you are faced with obstacles at every turn.

In an attempt to make the choice and reservation of hotel accommodation as simple as possible for ice hockey fans, the organisation committee of the 2010 IIHF World Championship is doing something different and offering quite a special service as part of an official partnership with HRS. The brand name HRS stands for "Hotel Reservation Service" and is known for always offering the most favourable rates at any specific place for a specific time. The whole hotel package in the World Championship venues and in the nearby surroundings can now be booked directly in cooperation with HRS via the official internet page for the World Championship www.iihfworlds2010.com.

"HRS practically has the whole hotel range in all categories at our World Championship venues and in the relevant surroundings in its portfolio. The choice for our World Championship guests is thus extremely great, booking and, if necessary at any point, even cancellation, are completely uncomplicated and customer-friendly. This tipped the scales as far as agreeing to a World Championship partnership was concerned and we were sure that we would for this reason be able to offer our World Championship guests the best possible service in the area of hotel accommodation", said Franz Reindl, Head of the World Championship organisation committee.

The company from Cologne is proving itself to be enthusiastic about sport: "With this project we are continuing our commitment to major sporting events such as the Gay Games Cologne 2010, the TV Total High Diving or the 1st FC Cologne", Tobias Ragge, Managing Director at HRS explained. "As a leading online hotel reservation portal HRS also offers rooms in all categories at customer-friendly prices and in particular at major events", Tobias Ragge went on to say.

Reservation on the internet is extremely simple. Go onto the IIHF World Championship website www.iihfworlds2010.com, choose your language if applicable and simply click on "Hotels". There you can access a booking interface for the requested venue. Then just enter your details, choose a hotel and make the reservation. Confirmation follows immediately as an e-mail.

With hotel reservation you shouldn't however have to wait too long any more. This is because demand is constantly increasing just as it is with the tickets.

The 2010 IIHF World Championship is taking place from the 7th - 23rd May 2010 in the Cologne "LANXESS arena", the Mannheim "SAP ARENA" and the Gelsenkirchen "VELTINS Arena" and is using the motto "GERMANY ON ICE". The organisation committee, with president Uwe Harnos and general secretary Franz Reindl heading it up, is expecting 500,000 spectators at 56 World Championship games from 16 of the world's best nations. 1,000 accredited journalists and over 200 TV stations involved will report in over 100 countries of the World Championship from Germany. Around 650 million viewers will follow the World Championship on the television. All further information can be found at www.iihfworlds2010.com

Munich, 28th January 2010