

## **The Helsinki World Figure Skating Championships reached the official target**

The ISU World Figure Skating Championships concluded in Helsinki on Sunday. The week's program included eight competition events, the opening ceremony, and the Exhibition of Champions.

Nearly 80,000 spectators attended the competition events and practice sessions at Hartwall Arena.

Ticket sales exceeded the official goal of 65,000 tickets by around 4000.

- I'm pleased to say that ticket sales exceeded all expectations. In addition to ticket holders, the events also drew around 10,000 schoolchildren from the Helsinki metropolitan area. The kids really added color and noise to the atmosphere, Secretary General Henri Nordenswan says.

Laura Raitio, Vice Chairman of the Organizing Committee and President of the Finnish Figure Skating Association is delighted with the success of the two-year project.

- We found new and innovative ways to build this event. International guests in particular praised the supportive audience, the atmosphere in the arena, and the fresh look of the competition. We wanted to make this the most enchanting event of Finland's centenary year, and I dare say we did just that, Raitio says.

### **Fact box:**

193 skaters from 36 countries

4 highest scores (world records)

Over 450 representatives of the press including;

195 writing press

120 photographers

14 tv-rightsholders

Televised in over 30 countries

450 volunteers

Around 200,000 people from 180 countries visited the official website [www.helsinki2017.com](http://www.helsinki2017.com) during the competition week

Social media (Instagram, Twitter, Facebook) coverage during the event week March 27—April 2, 2017

### **Twitter @helsinki\_2017**

Tweets viewed over 13,7 million times

217,177 reactions

### **Instagram @helsinki2017**

Impressions viewed over 2,9 million times  
89,000 reactions

**Facebook @helsinki2017**

440,000 reactions

Additional information:

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