

Announcing the

Rubik's World Speedcubing Championships

Friday/Sunday 9-11th October 2009

Burg-Wächter Castello,
Karl-Hohmann-Strasse 1,
40599 Düsseldorf, Germany



Visit www.speedcubing.com/events/wc2009

The best Rubik's Speedcubers on the planet will gather in Düsseldorf, Germany on 9-11th October 2009, to compete in a variety of hard-fought events, including the prestigious title of World Speedcubing Champion. The standard of competition is already very high – players will be striving to surpass reigning World Champ Yu Nakajima's world-beating average time on the 'standard' 3x3x3 Cube - of just 12.46 seconds, achieved at the World Championship held in Budapest, Hungary, during 2007.



This bi-annual gathering is the Olympics of Speedcubing; a meeting of the 'Grandmasters' of the Rubik's Cube - whose average age is 22 years, 3 months... with 8% being women. From approaching forty countries across all five continents, 450 competitors with what you could say are the nimblest fingers in the world, will be heading to Düsseldorf to earn their places in Speedcubing history.

The three days of tough competition includes 19 official events, and in the true spirit of the Olympic Games, winners will this year be awarded Gold, Silver or Bronze medals, in addition to prize money totalling 20,000 euros.

A FESTIVAL OF FUN!



As well as demonstrating their undoubted brilliance in 'conventional' Speedcubing using their hands, contestants can also enter events to solve The Cube one-handed and with their feet - and the blindfolded and multi-cube blindfolded events are truly something spectators must experience, to believe.



There will also be a range of side events, such as the competitions on the Rubik's Magic and Rubik's Clock - and contestants will also be able to enter the first ever world-class competition featuring the brand new, spherical Rubik's 360 puzzle (pictured left), which has dazzled the worldwide market since it first went on sale during late summer 2009. And just for fun, every competitor has been invited to try their hand at the brilliant Touch Cube, a new electronic version of the original.

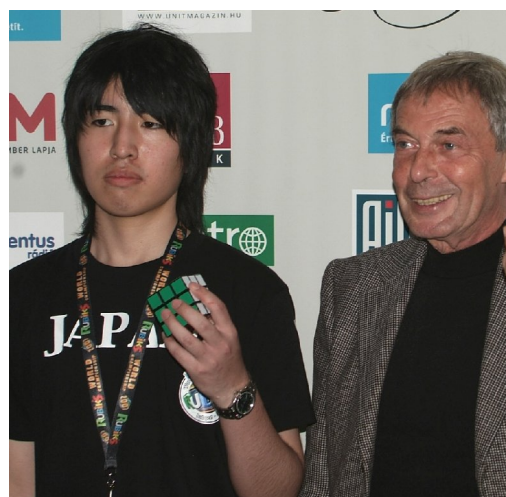
There's even an opportunity for attendees to display their artistic talents... utilising The Cube in all its multi-coloured glory, of course! Contestants (teams of three in total) must design and build a mosaic out of 250 Rubik's Cubes... say no more!



HOW DO THEY DO IT?

There is no doubt that these talented and dedicated guys and gals have developed skills which are virtually impossible to encompass in 'real life'... At each of the past four World Championships, the fastest time has decreased significantly with each competition. It remains to be seen just how quickly The Cube can be solved by a human being, but one fact is certain – in the 2009 competition, all players will be attempting to push the boundaries of what is currently viewed as possible.

Defending champion Yu Nakajima of Japan (pictured at the 2007 World Championship, with The Cube's inventor, Erno Rubik) is undoubtedly a hot favourite to retain his title, having achieved an exceptionally fast time of 8.72 seconds for a single solve in a recent competition – while his average time now stands at 11.28 seconds.



However his countryman Yumu Tabuchi is hot on his heels, with a recently recorded fastest solve time of 9.19 seconds and average time (even less than Yu's) of 10.71. Yu and Yumu will be closely challenged by the current European Champion Tomasz Zolnowski of Poland (fastest time 8.75 seconds, average time 10.07), and the current World Record holder for the fastest single solve, Erik Akkersdijk of the Netherlands (pictured left).

Erik's awesome time of just 7.08 seconds was set at the Czech Open in 2008, and his current average time is an impressive 10.91.

Others to watch out for are Harris Chan from Canada (9.44/11.15), Edouard Chambon from France (8.66/11.48), Piti Pichedpan from Thailand (9.86/12.31), Dan Cohen (10.11/11.61) and Rowe Hessler from the USA (8.91/11.64), Breandan Vallance from the UK (10.25/11.60), Milan Baticz from Hungary (8.86/11.72) and Michael Pohl from Germany (11.93/13.04).

Says Senior Vice President – Rubik Brand, David Hedley-Jones: “The Rubik’s World Championships echo the values of the Olympic Games in the spirit of competition and dedication to achievement. This year’s event promises to be very exciting. The world’s best Cubers will once again show us all how inspiring and entertaining the Rubik’s Cube is. It will be enormous fun for everyone, both competitors and spectators.”

TIMINGS

Entrants who are not currently in the World Cubing Association rankings take part in qualifying rounds – they must be able to complete The Cube in 21 seconds or less - on Friday 9th October. Saturday 10th and Sunday 11th are mainly dedicated to the semi-finals and finals of the events.

The Championship reaches its climax on SUNDAY AFTERNOON with the nail-biting **Final of the 3x3x3 competition when, from 15.30 hrs to 16.15 hrs**, when the 16 fastest competitive Speedcubers in the world will battle to achieve the best average time over five attempts (of which the best and worst are discounted).

The Winners’ Ceremony and distribution of prizes and medals commences at 16.45 hrs.

Join the fun at the Rubik’s World Speedcubing Championship: Burg-Wächter Castello, Düsseldorf, Germany, 9-11th October 2009.

Visit www.speedcubing.com/events/wc2009



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Note to journalists and broadcasters:
The single-solve and average times contained in this press release were compiled at the beginning of October – please check on the www.speedcubing.com site for updates.



MEDIA FACILITIES AT DUSSELDORF

If you are considering attending this event / would like to send a crew, the PR team from JUMBO Spiele GmbH (the Rubik's distributor for [Germany, Austria, Switzerland and the Netherlands](#)) will be able to make you welcome, get you up to speed on the contest/contestants, and help you in every way they can.

IMPORTANT: ACCREDITATION

To ensure that you are provided with the facilities you require when at the venue, please register your intention to attend at:

<http://www.zauberwuerfel.de/weltmeisterschaft2009/presse-press/register/>

Alternatively, please get in touch with:

Worldwide Rubik's Press Office contact:
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**Mobile on Sunday 11th and
Monday 12th October: 07909 925576**

(for progress reports, interviews... and results on
Sunday evening/Monday morning)