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## Press release – February 13, 2011

### Ice Gala Davos 2011

11<sup>th</sup> February – 12<sup>th</sup> February 2011 / Davos, Switzerland

[www.eisgala-davos.ch](http://www.eisgala-davos.ch)

[www.rocketmedia.at](http://www.rocketmedia.at)

**Zurich/Davos, 13. Februar 2011** – Standing ovations and never ending applause: The Ice Gala Davos 2011 had a total of 8900 enthusiastic spectators. They experienced with the show premiere "World's Best" an event full of superlatives.

Three Olympic champions, three world champions and newly crowned European Champion: The Ice Gala Davos 2011, presented so many champions, as has been previously seen in any other alpine metropolis. The spark was now over, the audience applauded again and again with enthusiasm and the artists at the end of Donna Summer's "Hot Stuff" with a standing ovation and a wave through the Vaillant Arena.

#### **Enthusiastic Stars**

"It was amazing, " said European champion Sarah Meier, which was received most cordially. The mood in Davos had been excellent all along. But this year has surpassed all. "Even Evgeny Plushenko (Olympic Champion 2006), Shizuka Arakawa (Olympic Champion 2006) and the current pair of running Olympic champion Xue Shen and Hongbo Zhao, all of them were impressed by the atmosphere. "It was a wonderful first time for us. We love to come back again, "said Zhao. "I love the atmosphere in Davos. The audience sits so close to the ice, which gives me a special kick, "said the crowd favorite Stephane Lambiel.

The organizers also moved to the eighth staging of the Ice Gala Davos an entirely positive conclusion. "From visitors, sponsors and partners we had consistently receive enthusiastic responses, " said a delighted Gala-initiator George Gasser. The nearly 9000 spectators have witnessed first hand the fascination of ice sports and thereby strengthen its ideal role as ambassador for the winter sports region Davos Klosters. "It is particularly gratifying that we were able to welcome back a bunt by a mixed audience, " says Gasser. One reason for this is that figure skating appeals to many women and thus a good complement to the otherwise male-biased sports events.

#### **VIP offers were met with great interest**

Beside the ice was also much going on. The side events of the Ice Gala Davos enjoyed great popularity. The gala dinner, the Glacier Express offering and the after-show-cause "Nightcap" were nearly sold out. "The Ice Gala Davos is a platform that is used for customer relationship in a happy and successful way, " said George Gasser. Especially worth seeing was the fashion show of couture Lisbeth Egli under the "Nightcap". In about 25 minutes, the models presented exclusive evening gowns that were specially designed for this event.