



MONTHLY BULLETIN

August 2009

Everybody's 'MUST-HAVE' for Christmas

All over the world, our licensees are in the process of launching the brilliant new **Rubik's 360**. As our pictures show, the first major launch event was held on 15th July by UK licensee Drumond Park, at Hamleys' flagship superstore in London.



A huge crowd of journalists and well-wishers, plus TV and video crews turned up for the ceremony, which had been heralded the previous week by extensive coverage in many of the U.K.'s national newspapers.



Here are some fun links for you to look at – the YouTube one is Telegraph TV's report on the event – the second was sent to us by Victor from Playlab (yes, a Russian news team was there!)... and the third is our own David HJ on FoxBusiness TV.

<http://www.youtube.com/watch?v=OCUIrRtbBp8>

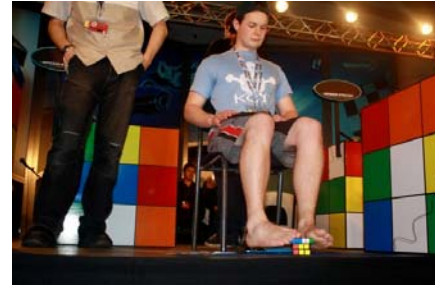
<http://www.ntv.ru/novosti/169032/#tn5>

<http://www.foxbusiness.com/search-results/m/25123072/rubik-s-new-puzzle.htm>



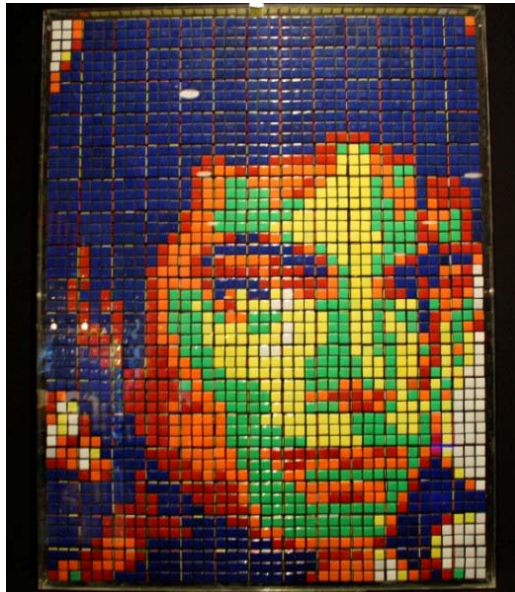
1,500 SPECTATORS AT RUBIK'S NZ CHAMPIONSHIP

Congratulations to Jason Curry, Brand Manager at Elephanta in New Zealand and his team – for a staggeringly good turnout at their Championships, held during July. One of the highlights of the competition was a 10.05 single solve by 13-year-old Melbourne schoolboy **Feliks Zemdegs**.

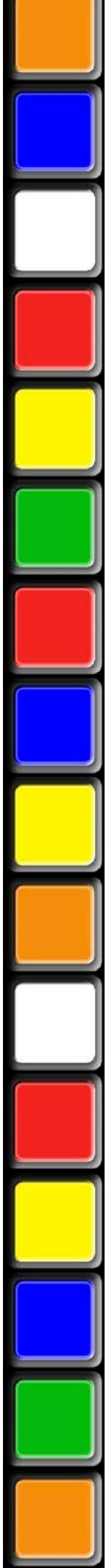


Substantial media coverage was achieved, and here's a link to the report on TVOne.

<http://tvnz.co.nz/national-news/rubik-s-cube-craze-sweeps-nz-1-40-2852010/video>



One of New Zealand's Rubik's enthusiasts, **Chris Miller**, offered to display a rather topical mosaic picture of Michael Jackson, made up of 221 Rubik's Cubes – a brilliant 'art work' which was a popular attraction in its own right on the day.





NOW YOU'VE SEEN IT ALL!

Chrisi has just received a series of wonderful pictures from a 20-year-old student from Amsterdam, who tells us that her end of term dissertation was to be on alternative wig designs. "The Rubik's Cube came to mind", says Lianne Gorrissen, "Because of the many colors and variations. The cubes are not the original Rubik's Cubes since they would be too heavy for the wig. Therefore I made them of light foam, wrapped in stout black paper. The squares are also made out of colored paper and are glued on the cube". **The result? Hair-raising!**



MORE 360 NEWS

Sorry, we couldn't fit all this on the front page...

JAPAN Our first 360 Award... there'll be more!

At the Tokyo Toy Show, which kicked off on 16th July, The Japan Toy Association announced five prestigious Awards (from 328 entries), one of which – the **High Target Category**, was won by the Rubik's 360. Congratulations to all concerned.

CANADA has been getting some incredible press, broadcast and online coverage - including TorontoStar.com, T.V interviews including CTV.ca, TQS Montreal and Global TV News amongst many, many others.

THE NETHERLANDS And here's a link to a nice piece which is among the many items of coverage on the 360 which has been achieved in Holland over the past few weeks.

<http://player.omroep.nl/?afIID=9832560>

DON'T FORGET... to email us your news, pictures and links on your 360 activities – we'll use them in the next issue





They just keep on cubing!

Last month alone, there were 17 official competitions listed on the Speedcubing calendar, with some seriously hard fights fought – and fantastic solving speeds achieved. We continue to be delighted with the media coverage these events obtain for our licensees... **these competitors and friends are the best possible brand ambassadors.**

The **Czech Open**, held in July, was a very high profile affair with excellent coverage on all three of the big national TV channels, and 3x3 Final saw two of the hottest Cubers in the world, Erik Akkersdijk (Netherlands) and Tomasz Zolnowski (Poland) taking the Gold and Silver positions, with Kanneeti Sae Han (France) in Bronze. Erik also broke two World Records on the 5x5: 1.11.02 (single solve) and 1.16.87 (average).



There's a full schedule of competitions – stretching right across the globe - coming up in the run-up to Christmas. The organisers of the **Italian Mantua Open** are already looking forward to welcoming over one hundred Cubers to their event, to be held on 19th/20th September.

FILM STAR'S RUBIK'S OBSESSION!



Retailers across the Indian Continent will be delighted to know (says the *Mumbai Mirror*) that one of the country's biggest flick stars – director-turned-actor **Farhan Akhtar** – is carrying his Rubik's Cube wherever he goes... and has been challenging everyone he knows to beat him on it! Apparently the character in his latest film, 'Karthik Calling Karthik', is a Rubik's fanatic – and having learned how to solve the Cube, Farhan has 'kept on Cubing'... big time!

KEEP US IN YOUR PICTURE! –

We really enjoy hearing from you

With best wishes – David, Chris and the team at Seven Towns

