

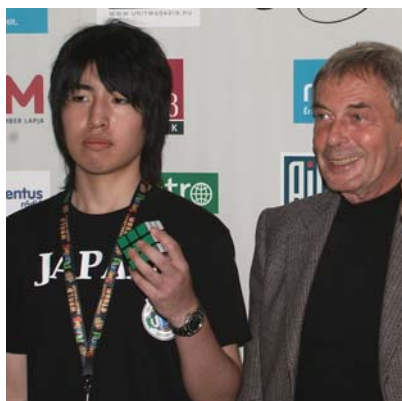


# MONTHLY BULLETIN

September 2009

## DUSSELDORF WORLD CHAMPIONSHIPS OVER-SUBSCRIBED!

The best Speedcubers on the planet will be descending on Düsseldorf, Germany in just over a month's time (9-11<sup>th</sup> October). The team – and event hosts Jumbo - will be welcoming 450 entrants from approaching forty countries, from all five continents. And Ron van Bruchem, President of the World Cubing Association, tells us there are already more than 50 hopefuls on the waiting list! The 'Worlds' is, indeed, the **Olympics of Speedcubing** - and this year, as well as competing for prize money, participants will also be aiming for **Gold, Silver and Bronze medals**. Perhaps we should be taking bets on which countries will top the Medal Table on Sunday evening!



The standard of the competition is immensely high – players will be striving to surpass reigning **World Champion, Japan's Yu Nakajima's average time on the 3x3x3 of just 12.46 seconds**, achieved at the Budapest World Championship, during 2007. Closely challenged by the current European Champion, **Tomasz Zolnowski** of Poland (fastest time 8.75 seconds, average time 10.63) and the current **World Record holder for the fastest single solve, Erik Akkersdijk of the Netherlands**. You may remember that Erik's awesome time of just 7.08 seconds was set at the Czech Open last year – and his average time is an impressive 10.91.

As well as wave after wave of nail-biting competition suspense, what we all enjoy at the Championships is meeting up with friends, and experiencing all the fun and international comradeship which Speedcubing has spawned. ***We hope to see you there!***

For all the latest Worlds news, go to: [www.speedcubing.com/events/wc2009](http://www.speedcubing.com/events/wc2009)



# It's Cool to Cube...



## The Promotions Bank's 'Hat Trick'

Raymond Willis from The Promotions Bank, our promotional distributor in Australia, sent us these great pictures from the Annual APPA (Australasian Promotional Products) exhibition in Sydney, which was held in August. Not only did the Rubik's section of their stand spark excellent interest, but they won first prize at the 'Mad Hatter' dinner dance held for around 1,000 member delegates and their families. The exquisite model for the sensational Rubik's Hat was Raymond's daughter Sharon (just turned 16).



### DON'T GET CAUGHT OUT!

Just a quick reminder that now's the time to be placing **final product orders** for Christmas. As in previous years, there's huge international interest from both buyers and the general public for all things Rubik – and especially for the 360, of course! So we recommend you get your requirements sorted now, to make sure we can plan ahead the production for you.

Thank you *David*



*Puedes hacer El Cubo*

Here's excellent news for all our Spanish-speaking fans ! There's now a language choice on [www.rubiks.com](http://www.rubiks.com) – English or Spanish. And we're just finishing off the French version, which should be up and running by the end of next month, other languages will follow. *Hasta la vista, Baby...*





## Q&A Claire McCool – Joint founder and Marketing Director at Drummond Park Games, our UK distributor



**Q** *How long have you held the UK Rubik's license and what is your standing in the market?*

**A** We are the UK's leading independent games company, and won the Rubik's license in 2005 - the year of The Cube's 25<sup>th</sup> Anniversary. This proved to be a great time for our guardianship of the UK market to kick off. We TV advertised the product straight away, and put a huge PR, promotions and sampling operation in place. All that activity has built and built, cumulating in The Cube becoming the best-selling game in the UK last year, in both volume and value terms. Right now we're embroiled in the 6 months launch programme for the 360, which is getting truly amazing coverage throughout the media.

**Q** *It's certainly been a lively programme. Tell us more about the sampling side of things – in schools.*

**A** We decided that for all the Rubik's products, it was essential to get the products into the hands (literally!) of those likely to buy them... For the Rubik's Cube and The REVO (*aka* Revolution), each year we organise a big schools outreach programme which is tailored to the needs of various types of primary and secondary schools and sixth form colleges. In any one year, these can involve individual and multiple Rubik's Schools Championships, Classroom competitions, 'Pupil of the Week' awards, After School and Breakfast Club activities, and even giveaways to teachers working with Special Needs children. This year and next, we are teaming up with Inspire-Ed, the company which runs the UK Schools Memory Championship, providing a Brain Box (containing one each of The Cube, The REVO and the 360) to each of the 500 participating schools, and are providing Cubes for their Maths Masterclass and Maths Revision courses, throughout the UK.

**Q** *What other sampling opportunities do you get involved in?*

**A** They are too numerous to mention all of them here – but, for instance, for the past three years we have organised the Rubik's REVO Challenge with most of the big Summer Activity Camps operating in the UK. At Barracudas, for instance, a total of 30,000 children at 27 residential and day camps all had the opportunity to enter the Challenge – with the daily results posted on their website, to keep the competitive aspect going from mid-July till early September. We've supplied REVOs to Ski Chalet Holiday companies, Children's Wards in hospitals, held Cube Contests for gatherings of Girl Guides and Scouts, and Child Carers. We've even organised a national Schools Photography competition for a hundred Junior Schools, whereby children had to create new objects with the Twist, and email the resulting photographs to us for judging. The list goes on and on, and we're always on the lookout for new and unusual ideas.

Visit [www.drummondpark.com/rubikscube/](http://www.drummondpark.com/rubikscube/) and [www.playrubiks360.com](http://www.playrubiks360.com)





## **'TOUCH AND FEEL'** at the US National Championships

Jay Willard, product marketing manager at Techno Source, has told us about one of the major highlights of the US National Championships, held at Stanford University in Palo Alto, California, during August.

For many puzzlers, the event provided the first opportunity to play on the **Rubik's TouchCube** – which is, as most of you already know, the first completely electronic solvable Rubik's Cube. It's going into the worldwide consumer market now.

The first 'unofficial' TouchCube competition involved entrants working in teams of two to solve it as fast as they could. Sounds simple, right? The catch? One of them was blindfolded...



The winning team, Jeremy Fleichman and Dan Dzoan (both from the US) managed an excellent time of 07.36.43. In the main event, Stefan Pochmann (from Germany) was the fastest 'conventional' solver, with a time of 1.32.75. There was also a 3-D event where Speedcubers were challenged to solve the TouchCube wearing 3-D glasses, which made its coloured lights all appear the same. Amazing stuff!

**KEEP US IN YOUR PICTURE! –**  
***We really enjoy hearing from you***

If you have any news for us – or distribution, marketing or publicity tips you feel would be useful to other licensees in the ever-expanding Rubik's network, please get in touch – by the 20<sup>th</sup> of the month, every month

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

