



## **The Winter Hockey Games are being postponed**

**Unfortunately, the planned hockey event of the season will not take place. The organizing agency decided to postpone the Winter Hockey Games, which are now looking for a new date.**

"The year 2024 was literally packed with big sporting events, which, combined with the economic exhaustion and the late-launched marketing campaign, was reflected in ticket sales," admits the managing director of the organizing company Eniva, Andrea Barsóny. "The event was ready, but we were faced with an important decision whether to risk financial loss or significantly cut costs during the event, which we did not want, because we want to bring the fans' experiences to the maximum level."

At the moment, the organizer is looking for a new date. "We want to prepare for the audience the kind of experience they want and deserve, we will now discuss all possibilities with the organizing committee. We will regularly inform fans about the progress of the meeting on our website and social networks, and we will have complete information in December at the latest. The tickets for the new date will of course remain valid," concludes Barsóny. At the same time, the organizers thank all fans, ambassadors, sponsors and the city of Prague for all their support so far and in the future.

"We feel that similar events are attractive to hockey fans, we were in favor of the project and tried to support the organization of the event as much as possible in cooperation with the clubs. It is precisely because of the fans that we are very sorry for this announcement by the organizing agency," says APK LH and TELH director Martin Loukota.

"We were looking forward to the match under the open sky. We regret the situation with the cancellation mainly because of the Spartan fans," said Jakub Dlouhý, a member of the board of directors of HC Sparta Prague. "There was enormous interest in the TELH match between Sparta and Brno and it would probably be sold out. However, this match was not the only part of the Winter Hockey Games event, for which a sufficient number of tickets were not sold as a whole. Sparta is not the organizer of the match or the event as such, but we will be closely monitoring how the organizer copes with the demands of fans who have already purchased tickets."

"It is very difficult to comment on the whole matter and I am very sorry, because as an ambassador of the project I was very much looking forward to all the matches under the open sky. And especially at the Legends, where Kuba and I managed to reach a number of our former great teammates from the NHL," said Patrik Eliáš. "I understand that changes in the organization of such a large project are essential, but it is important to think mainly about the fans and supporters of hockey. That is also why I believe that a way will be found to implement this project in Prague soon."

"I understand the postponement of the Winter Hockey Games in Prague and I supported this decision. I know that the Czech Republic is a world-renowned place for hockey events, and I myself had the opportunity to experience it several times. As an ambassador, together with our Jakub Voráček Foundation, I remain in contact with the organizing committee and we will work together on all other options." stated Jakub Voráček.



### **About the organizer:**

The Winter Hockey Games is organized by the Eniva agency. She stood by the successful organization of the exhibition to mark the twenty-fifth anniversary of the historic triumph of the Czech hockey players at the Olympic Games in Nagano. The fans were subsequently treated to a sequel in the hotbed of former successful players - Litvínov. The charity match took place on August 19, 2023 at the sold-out Ivan Hlinka winter stadium. The last exhibition from the kitchen of the Eniva agency was witnessed by the audience in August in the O2 arena during the Star Match: Pasta vs Voras with proceeds for the Jakub Voráček Foundation.

### **Q&A**

How about the tickets? Do they remain valid for the next term?

Tickets purchased will remain valid for the new date, which will be announced in due course. Once announced, tickets can be used, exchanged or returned for the match already purchased. Fans will be informed of the new dates when they are announced.

When will I find out about the new date of the event?

We will keep fans informed about further developments on our website and social networks. Then we will publish all the information in December at the latest.

Will there be the same teams in the new term?

We would like to keep the program in the same form, but with regard to future negotiations, we will be able to answer this question during December.