



Fina
WORLD
CHAMPIONSHIPS

**WATER. WONDER.
WELCOME.**



National roadshow launched to promote the 17th FINA World Championships

2017.05.19. 16:17 CET

The national roadshow launched by Bp2017 World Championship Organising and Managing Nonprofit LLC. on 19 May in Aréna Pláza Budapest aimed at promoting the 17th FINA World Championships of July and features spectacular installations, exciting prize games and renowned athletes. In addition to several sites in the capital Győr, Pécs, Szeged, Debrecen and the World Champs hosting city Balatonfüred are among the stations of the promotional campaign.

Bp2017 World Championship Organising and Managing Nonprofit LLC. has launched a 10-station national roadshow prior to the 17th FINA World Championships kicking off on 14 July. The campaign involving 5 sites in the capital city and 5 in the countryside is intended to promote the World Championships and related aquatic sport through renowned athletes and modern, interactive games. At the first station in Aréna Pláza Olympic champion long course swimmer Éva Risztov presented the gadgets available for anyone to try at the stations of the campaign.

These games and gadgets include for instance a virtual high diving simulator by which players can experience the excitement and feeling of standing on a 27m platform. The game takes players to the high diving venue of the 2017 World Champs by 3D images, noises and environmental effects.

Roadshow stations offer a special opportunity to participate in a swimming race with the help of Xbox Kinect. In the game players may compete with world class swimmers by imitating swimming movements and strokes and their virtual character executes them. There is dual player mode, as well, so players may compete against each other.

Visitors may also test their knowledge about the World Championships with the help of a quiz, in addition, visitors may try what it is like to learn a series of synchronised swimming movements with this memory game-like test. Finally, the water polo simulation game allows players to test their velocity.

17th FINA roadshow stations:

19-20-21 May 2017 Budapest, Aréna Pláza

25-26-27 May 2017 Budapest, Danube Arena (Final 6)

28 May 2017 Budapest, Budapest Family Summit – Family Festival Day (Hungarofest)

2-3-4 June 2017 Budapest, Mammut Shopping Mall

6-7-8 June 2017 Budapest, Duna Pláza

9-10-11 June 2017 Győr, Árkád

16-17-18 June 2017 Pécs, Árkád

23-24-25 June 2017 Szeged, Árkád

30 June 2017 – 1-2 July 2017 Debrecen Pláza

7-8-9 July 2017 Balatonfüred, Blue Ribbon Sailing Race

14 July 2017 – 20 August 2017 Market Street