



## Finnair Announces Partnership with ISU World Figure Skating Championships 2017

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**Finnair and the Finnish Figure Skating Association have signed a partnership agreement for the ISU World Figure Skating 2017 Championships, to be held in Helsinki from March 29 to April 2, 2017.** Approximately 65,000 people are expected to attend the event, with large groups traveling to Helsinki especially from North-America and Asia.

“The World Figure Skating Championships gather fans from all around the world to Helsinki. We are happy to be a part of this wonderful event,” says **Johanna Jäkälä**, Vice President for Brand, Marketing and Loyalty at Finnair. “Figure skating is becoming increasingly popular in Japan and China, both of which are key markets for Finnair. This event, as well as other Finnish winter sporting events, will surely attract travelers to Finland during its centennial anniversary.”

“We are happy to partner with Finnair for this spectacular event. The World Figure Skating Championships 2017 is one of the largest sports events during Finland’s centennial,” says **Henri Nordenswan**, Secretary General for the event.

Almost 200 skaters from 40 different countries will compete in the World Figure Skating Championships 2017 in Helsinki. The five-day event will be broadcast to over 300 million viewers in 25 countries, and around 400 media representatives will attend the event. Tickets to the event, including VIP packages, are now available to book at <http://www.helsinki2017.com/>. Flights can be book at <https://www.finnair.com/us/gb/>.

Further information:

[www.finnair.com](http://www.finnair.com), [www.finnairgroup.com](http://www.finnairgroup.com)

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Images: [gallery.finnair.com](http://gallery.finnair.com)

Finnair blog: [blogs.finnair.com](http://blogs.finnair.com)