



FOR IMMEDIATE RELEASE

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City of Odense, Denmark to host Hyundai Archery World Cup Final in 2016

The 11th edition of archery's annual international circuit will end in the Danish city of Odense on 24/25 September.

King's Garden, an 18th century palace park in the centre of Odense, in front of Odense Palace, will become the latest in a long list of iconic venues to host the Hyundai Archery World Cup Final. The event has previously visited Paris, with competition run in front of the Eiffel Tower, Edinburgh Castle and, in 2015, the Zocalo in Mexico City.

Denmark has successfully hosted the Hyundai Archery World Cup Final before, in the tourist district of Nyhavn in Copenhagen, in 2009.

The Danish capital also held the World Archery Championships in 2015, where home-favourite athlete Stephan Hansen won a world title in front of Christiansborg Palace, the country's parliament building.

Host nation archers are guaranteed a minimum of four places at the Hyundai Archery World Cup Final, which sees eight of the world's best athletes in each of the four international disciplines – recurve and compound, men and women – compete in a head-to-head knock-out format.

"Denmark has proven itself more than capable of delivering the highest class of international archery events, first with the Archery World Cup Final in Nyhavn in Copenhagen in 2009, followed by the World Archery Championships, also in the Danish capital, last summer," said World Archery President Prof Dr Ugur Erdener.

"In 2016, close to the birthplace of famous storyteller Hans Christian Anderson and against another dramatic, historical and beautiful backdrop in the King's Garden in Odense, the Hyundai Archery World Cup Final will once again bring some of the world's best athletes together to write their very own fairytales, of sporting excellence, as they compete for titles at the finale of archery's annual international circuit."

The Hyundai Archery World Cup Final, which is broadcast on Eurosport, Pan-Asian networks and other territories, partners world-class competition with iconic venues to maximise exposure for both sport and venue.

Mayor of Sports, Culture and Urban Development in the City of Odense and Vice President of Sport Event Fyn Jane Jegind added: "With the Hyundai Archery World Cup Finals in the capital of Fyn, Sport Event Fyn adds another activity to one of Denmark's strongest event portfolios in 2016. We have a tradition of adding new and innovative elements, and we plan to build on that legacy in Odense."

The 2016 Hyundai Archery World Cup begins in Shanghai, China, at the end of April, before visiting Medellin, Colombia in May and Antalya, Turkey in June.



Calendar, 2016 Hyundai Archery World Cup:

- Stage 1, Shanghai (CHN): 26 April – 1 May
- Stage 2, Medellin (COL): 9-15 May
- Stage 3, Antalya (TUR): 12-19 June
- Final, Odense (DEN): 24-25 September

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NOTES FOR EDITORS

Accompanying this press release:

- 1 x Image of World Archery Champion Stephan Hansen
- 1 x Odense 2016 logo

For more information, please contact World Archery Communications Manager Mr Chris WELLS via email (cwells@archery.org) or telephone (+41 79 947 55 20).

World Archery is the international governing body for the sport of archery, formally known as FITA, recognised by the International Olympic Committee. Founded in 1931 in Lwow, Poland, World Archery serves to promote and regulate archery worldwide through its nearly-160 member associations, international competition and development initiatives.

World Archery is based in Lausanne, Switzerland.

- Website: www.worldarchery.org
- Facebook: www.facebook.com/WorldArcheryPage
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