

Media Release

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Melbourne to welcome over 1,600 speedcubers enthusiasts for a weekend of intense competition

Melbourne anticipates new world records to be set as over 1,600 delegates from around the globe gather in the city for an extended weekend of puzzle solving and intense competition during the 10th World Cube Association (WCA) Speedcubing World Championship presented by Rubik's.

Taking place from July 11 to July 14, 2019 at the Melbourne Convention and Exhibition Centre (MCEC), the WCA Speedcubing World Championship 2019 sees competitors solve the Rubik's cube and other cube-based games or 'twisty puzzles' with one hand, while blindfolded and even with their feet, amongst the many other spectacular categories all under timed conditions.

The biennial event with World Championship titles in the 18 WCA disciplines will be hotly contested amongst the 52 countries represented and highly entertaining for the many cult-like following spectators.

The effort to bring the event that celebrates the most popular puzzle game of the 1980s to Melbourne, was led by the Melbourne Convention Bureau and is expected to inject almost \$8 million to the Victorian economy.

MCB acting Chief Executive Officer Julia Swanson said: "Melbourne brings a unified approach when it comes to bidding for events.

"It is not just one team's effort, it is the collaboration of all stakeholders, government and industry partners that enables us to continuously demonstrate our city as a top choice destination for business events.

"We are excited to welcome such a unique audience and wish all the contestants the best of luck with their competitions and a memorable stay in our marvellous city."

World Cube Association Board of Director's member, Bob Burton said: "Australia is very strong among the speedcubing community with many Aussies taking out titles each year. This combined with Melbourne's collaborative approach to winning business and its city's competitive factors, makes Melbourne the ideal spot to host this year's championship."

Speedcubing Australia Bid Leader, Ethan Pride recently said: "The excitement is building up and contestants are looking forward to face off against the best in the world during the World Championship in Melbourne."

For more information or attend the WCA World Championship visit:
<https://wc2019.speedcubing.org.au/en/>

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About World Cube Association

The World Cube Association governs competitions for mechanical puzzles that are operated by twisting groups of pieces, commonly known as 'twisty puzzles'. The most famous of these puzzles is the Rubik's Cube, invented by professor Rubik from Hungary. A selection of these puzzles is chosen as official events of the WCA.

The World Cube Association governs competitions all over the world, supported by regional organizations responsible for organizing competitions in their countries.

The Mission of the World Cube Association is to have more competitions in more countries with more people and more fun, under fair and equal conditions.

The Spirit of the World Cube Association is that people from all over the world have fun together in a friendly atmosphere, help each other and behave sportsmanlike.

About Speedcubing Australia

In 2010 the RMIT Rubik's Cube Club was founded and started hosting World Cube Association competitions. A few years later Speedcubing Australia Incorporated was registered as an incorporated not-for-profit association through Consumer Affairs Victoria to continue hosting puzzle solving competitions.

The organisation's goal is to encourage people to solve puzzles and to assist organisers with hosting WCA Championships.