

PRESS RELEASE

The 2015 edition of the World Aquatics Championships, which is included in the top three global sporting events, was hailed the best in the FINA history for a number of reasons. These Championships were the largest in the history both in terms of medal events (75) and the number of participating nations. And the event's cumulative TV audience beat all records and reached **6.8 billion viewers** worldwide.

The World Aquatics Championships were held from July 23 to August 9 and brought together 2,413 athletes (1,152 males and 1,261 females) and 1,495 team officials representing 190 nations of the world.

Medals were contested in **six aquatic disciplines**: open water swimming, synchronised swimming, diving, water polo, high diving, and swimming.

Two new disciplines – mixed duets in synchronised swimming and mixed duets in diving – made their debut at the World Championships in Kazan. The inaugural competitions turned out to be a real success. The Russian duet of Aleksandr Maltsev and Darina Valitova managed to earn gold in the mixed duet free routine event.

198 technical officials – 118 international and 80 national judges – officiated during the competitions.

The top three spots of the medals table were claimed by China, the United States and Russia respectively. Russian athletes took 17 medals (9 gold, 4 silver and 4 bronze ones).

The Kazan Championships featured **12 world records**, 12 junior world records, 32 continental records and 19 Championships records. The Russian national team set 1 world record, 4 junior world records and 4 national records. Four venues were used to host the FINA Worlds: Kazan Arena Stadium (swimming, synchronised swimming), Aquatics Palace (diving), Water Polo Arena (water polo) and Kazanka Venue (high diving, open water swimming).

Breakthrough technologies were applied in the preparation of the Championships venues. Most of them are unique.

In an interview with a major international sports media outlet, FINA President Dr. Julio C. Maglione praised breakthrough solutions used during the FINA Worlds 2015: “Transformation of the Kazan Arena Stadium became an innovation that enabled the organisers not only to save the event’s funds but also to use the existing venues to the fullest extent. I think that potential candidate cities can follow Kazan’s example in using available infrastructures and logistic arrangements.”

The total amount of tickets that went on sale reached 464,140. The number of tickets sold for sports sessions amounted to 316,259 (78% of the total amount);

40,242 tickets (71% of the total amount of tickets) were purchased for the Pilgrim show.

Over 800 regular staff were involved in the preparation and delivery of the World Aquatics Championships in Kazan whereas the overall number of people engaged in the project totalled about 40,000 people. The biggest help came from volunteers – 2,212 people representing 21 regions of Russia and 11 foreign countries arrived in Kazan to lend their time and efforts.

Around 600 media representatives and 850 broadcasters came to Kazan to provide the coverage of the FINA World Championships. The sporting event was largely promoted in social networks with the highest user engagement ratio being recorded in the United States, Great Britain, Australia, Italy and Russia. According to the research data of THC Group (Kantar Media), the aggregate audience of the FINA Worlds 2015 in social networks amounted to around 1 billion users. Over 10 million people visited www.kazan2015.com, the official Kazan 2015 website; 7.8 million of these visitors were unique.

Participants and visitors of the FINA World Championships were accommodated in 26 hotels across the city and at the Athletes' Village. The latter offered the best possible living conditions and a diverse range of meals. 2,638 people were accommodated in the Village that became a home-away-from-home for athletes for two weeks. It had been fully landscaped and provided with all necessary amenities. The best possible rest environment had been created for athletes there. 96,867 meals were served at the 1,300-seat restaurant with the overall volume of served meals reaching about 150 tonnes.

Being a hospitable host city, Kazan traditionally offered a rich cultural programme to participants and visitors of the sporting event. For the duration of the Championships, the FINA Water World Park became the centre stage of the city's cultural life. A total of 303,150 people visited this cultural hub that featured a wide range of show programmes and contests, national farmyards representing cultures of various peoples living in Russia and Tatarstan, partners' pavilions and other events.

Most visitors coming to Kazan attended theatres, museums and popular tourist destinations. For example, the Kazan Kremlin was visited by 123,640 tourists. The FINA World Masters Championships became another challenge for the organisers. The sporting event welcomed 2,639 athletes representing 726 clubs from 73 countries. 572 sets of medals were contested. Russian Masters athletes earned 396 medals, 159 of which are gold, 113 are silver and 124 are bronze.