

iSKATE Presents Blades for Glory 2014 - The City First ICE Skating Competition

New Delhi, December 11, 2014: Since 2011, India's first all year ice skating rink – iSKATE has been a destination for leisure and entertainment. Located on the 6th floor of Ambience Mall, Gurgaon and spread over 15000 sq feet it has been visited by 7 lakhs ice skating enthusiast till date. It is hugely popular among families, corporates and youth and caters to customers from 5 years to 55 years of age.

Mr. Ankur Bhatia, the promoter for iSKATE has a vision that expands beyond creating a niche in leisure to the overall development of the sport in India. Hence, backed by a world class infrastructure, iSKATE trains children and adults and hold numerous CSR activities such as Special Bharat Olympics training camps to help the under privileged year after year. In the last held Special Olympics games, athletes trained at iSKATE went on to win numerous medals for the country. Keeping this vision in mind, iSKATE is hosting its first Ice Skating Championship – "Blades For Glory" from December 12 – 14, 2014 at iSKATE, 7 am to 12 pm.

The championship will be a bi-annual event to be held in summer and winter. This year, athletes will compete in events such as Short track speed skating, figure skating and free style in 17 competitions. There has been tremendous response amongst participants who are gearing up for this event under the guidance of iSKATE trainers. The judges for the event will be honorable sportspersons, former national level champions as well as International accomplished ice skaters. We hope that this event will promote Ice Skating and open the doors for talented and aspiring athletes to international events. With a bar, karaoke room, three F&B outlets, lounge apart from its core unique product the ice skating rink, the place is a one stop destination for recreation. Numerous movies showcase ice skating in their songs and other sequences such Speedy Singhs, Anjana Anjaani with Happy New Year being the latest to do so. It has been visited by over 100 top Bollywood and Sports celebrities and has also held out of the box events like Cricket on Ice, figure skating performances, press conferences and fashion shows. With thousands of followers on Social media and a popular destination of Delhi NCR on travel sites, the popularity of Ice Skating has a positive future.

About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 45 offices supported by over 6000 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Aviation Services, Hospitality, Luxury Retail and Education. For more details please visit: www.bid.in

For media queries, please contact:

Bird Group

Ritu Bararia

T: +9818866199

E mail: rib@bird.in

Six Degrees PR

Deepika Bansal/ Nabanita Bharali/ Priyanka Khattri

T: 9811292247/ 8447284457/ 8860406901

Email: deepikab@sixdegreespr.co.in, nabanitab@sixdegreespr.co.in, priyankakh@sixdegeerpr.co.in