

Erste Bank Eishockey-Liga 2010/11 Season starts!

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- Erste Bank Eishockey Liga Season 2010/11 starts September 10th.
- Attendance levels continue to set new records in Hockey Arenas

On September 10th, Erste Bank Eishockey-Liga starts with the first Game Day of the season. Ten Clubs from four Nations battle for eight Play-off spots and after that, for the title Erste Bank Eishockey Liga Meister 2010/11. Raising Figures of attendance raise the profile of Ice Hockey even more.

The continuous growth of Interest in Icehockey in Austria has lead to new record highs in attendance for the sport. „For the first time in the history of Austrian Eishockey, more than One Million spectators have watched games live in the 2009/10 season. Since Erste Bank has begun its involvement with the Hockey league, the spectator numbers have tripled. The new record in spectators confirms our Engagement in Icehockey“, said Mario Stadler, Marketing Director of Erste Bank Oesterreich.

Eishockey a perfect fit for Erste Bank Sportsponsoring

Since 2003, Erste Bank is the League sponsor of the Austrian top-flight and of the national team, too. „Icehockey is a main focus of sponsoring activities of Erste Bank“, continued Stadler. The oesterreichischen Sparkassen are long-term faithful partners on regional level and are involved as team sponsors.

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