



Press Information from Falun2015

## 200 000 tickets sold

**In the midst of the Ladies' sprint relay event, Falun2015 surpassed a dream threshold. 200 000 tickets have now been sold. "The demand for tickets has exceeded our expectations", says Sven von Holst, CEO for Falun2015.**

The atmosphere among all the spectators is fantastic. During the first five competition days more than 100 000 visitors have come to the Lugnet arena to watch the athletes.

"Early on, in the planning of this event, we set ourselves a goal to sell 170 000 tickets. That we have already sold 30 000 more than this, goes beyond all our expectations. It feels like we have crossed a magic boundary", says a contented Sven von Holst, CEO for Falun2015.

The demand for tickets is still high. On Friday, the men's cross-country relay will take place. There are only a few hundred tickets left before this event day is also completely sold out.

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