

INTERNATIONAL SKATING UNION

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Media Advisory

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ISU launches new and redesigned website

The International Skating Union (ISU) today announces the launch of a new and redesigned version of its website www.isu.org as part of its ongoing efforts to enhance the quality and availability of information to fans, ISU Members, media and other stake holders worldwide.

Created with the user experience firmly in mind, the website has been designed using the latest technology so the site is compatible with today's browsers and mobile devices. The website now offers two distinct user experiences; a new fan experience through the home page and a separate institutional experience through the "Inside ISU" section. Other key features include a more attractive design, more engaging experience and better search options and navigation throughout the pages.

Fan based experience

A clearer and more engaging experience for fans has been developed with an emphasis on photographs and videos. Upcoming ISU Events and information relevant to fans and spectators are given more visibility. Social media takes centre stage within the new website with a better integration on the home page and different discipline pages (Figure Skating, Speed Skating, Short Track Speed Skating and Synchronized Skating) and series pages, including the ISU Junior Grand Prix of Figure Skating, ISU Grand Prix of Figure Skating, ISU World Cup Speed Skating and Audi ISU World Cup Short Track Speed Skating pages. The redesigned Event pages provide clearer information for visitors, teams and media, additionally the pages have been developed in such a way that future options can be added.

Inside ISU

The latest ISU news, ISU Communications, information regarding rules and regulations are all available under the new Inside ISU section of the website. Inside ISU offers a streamlined user experience for those looking for information relating to the ISU, its Officials and Commissions, the ISU Development Program and Anti-Doping.

"Marketing and promotion of ISU sports is an important part of my mandate as President" comments Jan Dijkema. "It is essential to offer a unique experience for fans without forgetting the needs of the skating family. I am pleased that the new ISU website will fulfil both of these requirements in time for the all-important Olympic season."

All ISU stakeholders, the skating family and fans of ISU sports are invited to visit the newly launched website and discover the new features on www.isu.org.

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