



NEWS RELEASE

Date: 10/12/2016

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Rubik's® Elite Ready to Rumble in Hayward

Bay Area's Premier Rubik's Cube event scheduled for October 22

(Hayward, CA) - Elite cubers in the SF Bay Area are returning to Hayward City Hall to show off their incredible cube solving skills at Rubik's Rumble 2016, an exciting event sponsored by the City of Hayward and Friends of Speed Cubers. Spectators are welcome and admission is free for non-competitors.

In 2015, the first year of the competition, approximately 1,000 competitors and spectators attended. The results of the competition were jaw dropping. The first place finisher, Mr. Riley Woo, solved the cube in just 9.08 seconds with second place competitor, Mr. Richard Jay Aparar, Jr., at 9.63, just fractions of a second behind.

"We thank the City of Hayward for their partnership," said April Chan, Founding Board Member of Friends of Speed Cubers. "Friends of Speed Cubers aims to introduce cubing to diverse populations and Hayward is the most diverse city in the U.S. "The city has been supportive of not only the competition, but also by promoting cube solving to kids as a welcome respite from a world dominated by cell phones and other electronic devices."

The 2016 Rubik's Rumble will be a family-friendly event with elements of breakneck competition, community generated art and education. For 2016, the event has been expanded to include more aspects designed to enrich the imagination of young people such as the display of a cube solving LEGO robot and 3D printer demonstrations. The process for customizing t-shirts will be shown all day thanks to the Eden Computer Clubhouse at Eden Youth and Family Center. At 1pm, spectators can attend a class on how to solve the cube.

The Rumble, sanctioned by the World Cube Association (WCA), will feature a heated speed-solving competition in which speed cubers - some of whom are as young as 8 years old - push themselves to solve the cube as quickly as possible. Competitors will solve different types of cubes (2x2 and 3x3) and will also solve the cube one-handed and blindfolded.

The event begins at 10:30 a.m. at Hayward City Hall, with the Farmer's Market going on simultaneously right outside. Finals will be at 5:30 p.m. in the City Hall Rotunda.

Those interested in competing may find instructions at <http://www.cubingusa.com/rubiksrumble2016>. More information, see our Facebook event page, <http://www.facebook.com/rubiksrumble2016>.

WHAT: Rubik's Rumble 2016 - World Cube Association sanctioned Rubik's Cube event, featuring competition, cube art and sales, and education

WHEN: Saturday, October 22, 2016. Event kicks off at 10:30 a.m., competition finals begin at 5:30 p.m.

WHERE: Hayward City Hall, 777 B Street, Hayward, CA 94541 (just a few steps from Hayward BART).

WHO: Rubik's Cubes enthusiasts, families and all who love math, puzzles, competition and art are warmly welcomed and invited to attend.

About Rubik's Cube

Since its launch in 1980, the Rubik's Cube® has twisted and turned its way into over 350 million hands worldwide had has continued to fascinate, bewilder, and challenge millions of people. You Can Do The Rubik's Cube is a U.S. educational, community outreach program in 10,000+ schools teaching youth how to solve the Rubik's Cube® and experience the many benefits of this accomplishment. Math, STEM, and Art lessons have been designed using the Rubik's Cube to help teachers engage students with an interactive and tangible way to learn critical math concepts as well as 21st Century skills. Learn more at YouCanDoTheCube.com/

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