Press release: Rotor live

Dear Sir or Madam,

attached you find the first press release for our fair Rotor live, that will open its gates on 12/13 March 2011 in Iffezheim near Baden-Baden/ Germany. Please feel free to use it in your magazines for the event calendar and under the regarding heading.

Kind regards from Baden-Baden
MODELLSPORT VERLAG GMBH

Markus Fiehn
**ROTOR live 2011**

On 12 / 13 March 2011 the Iffezheim racetrack will again belong to the devotees of radio-controlled model helicopters, because that is when **ROTOR live** – the specialist model helicopter fair – will open its gates for the second time. Exhibitors from all over the world will be displaying and demonstrating their products and services. The Nuremberg Toy Fair is due to be held shortly before **ROTOR live**, and if you stay indoors you can gather information on all the new products introduced there, and take a close look at them in peace and quiet. Step outside, and you can watch the products you fancy being demonstrated in the open air over the racetrack by top international pilots. You can opt to observe the flying in comfort through the large glazed display windows in the exhibition rooms, or watch from the stands located directly in front of them - an arrangement which proved a complete success with the first **ROTOR live**, where more than 7,000 visitors enjoyed the facilities.

Nevertheless there will be a number of innovations: one complete storey will be devoted to catering, and you will be able to pass the time there in comfort, have a snack or drink, and still watch the open-air flying display through the huge windows. This storey will also house an area set up for demonstrations of indoor helicopters. The flying area has also been enlarged, and the pilots’ position brought closer to the buildings. This means that the flight show can be viewed even better both from the stands and from indoors. Very few aspects of the first event drew criticism, but this year there will also be additional detail improvements designed to consign those few shortcomings to the past.

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