

RUBIK'S LONDON OPEN SEES TWO NEW WORLD RECORDS FOR SUPER ELITE SPEEDCUBER, FELIKS ZEMDEGS

Submitted by: Playtime PR

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More than 180 of the world's most accomplished Rubik's Cube speedcubers attended the London Open at the weekend (8-9th July) as new world records were achieved in the 6x6x6 and the 7x7x7 cubes.

Feliks Zemdegs from Australia smashed the 6x6x6 record with a best single solve time of 1min20.37secs, before going on to secure another new world record, solving the 7x7x7 colourful cube in a best single solve time of just 2mins14.09secs.

Zemdegs also won the 3x3x3 Rubik's Cube event with a lightning fast average solve time of 6.70seconds.

Commenting on his world record-breaking exploits at this weekend's Rubik's London Open, Feliks Zemdegs said, "It's a fantastic experience to have set two new world records this weekend, and to have also won the 3x3x3 Rubik's Cube event. It's the perfect way to prepare for next weekend's Rubik's Cube World Championships in Paris."

Lynette Norris of John Adams Leisure, the UK distributor of Rubik's cubes, added, "The London Open is a perfect event for us to sponsor – attracting some of the world's most prolific speedcubers, it's the perfect place for them to limber up ahead of this week's World Championships."

The London Open Speedcubing Championships took place across the whole weekend (8th-9th July 2017) at the Hilton London Canary Wharf, and was well attended by public spectators.

Cubes of all different configurations were solved at the Open, using a number of criteria including both hands, one hand, feet and even blindfolded.

The event was a warm-up to the Rubik's Cube World Championship 2017, taking place in Paris this week (13-16th July 2017).

-ENDS-

Notes to editors:

For more information about the Rubik's Cube, including fun facts, visit www.rubiks.com (<http://www.rubiks.com/>)

For further press information, please contact Playtime PR on behalf of Rubik's UK distributor, John Adam Leisure, on:

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