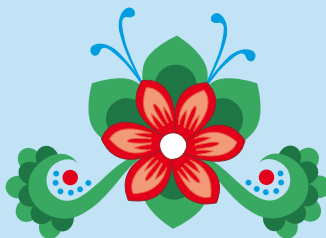


GÖTEBORG
17 – 24 JUNE 2011



**REASONS
WHY**



www.WTG2011.com



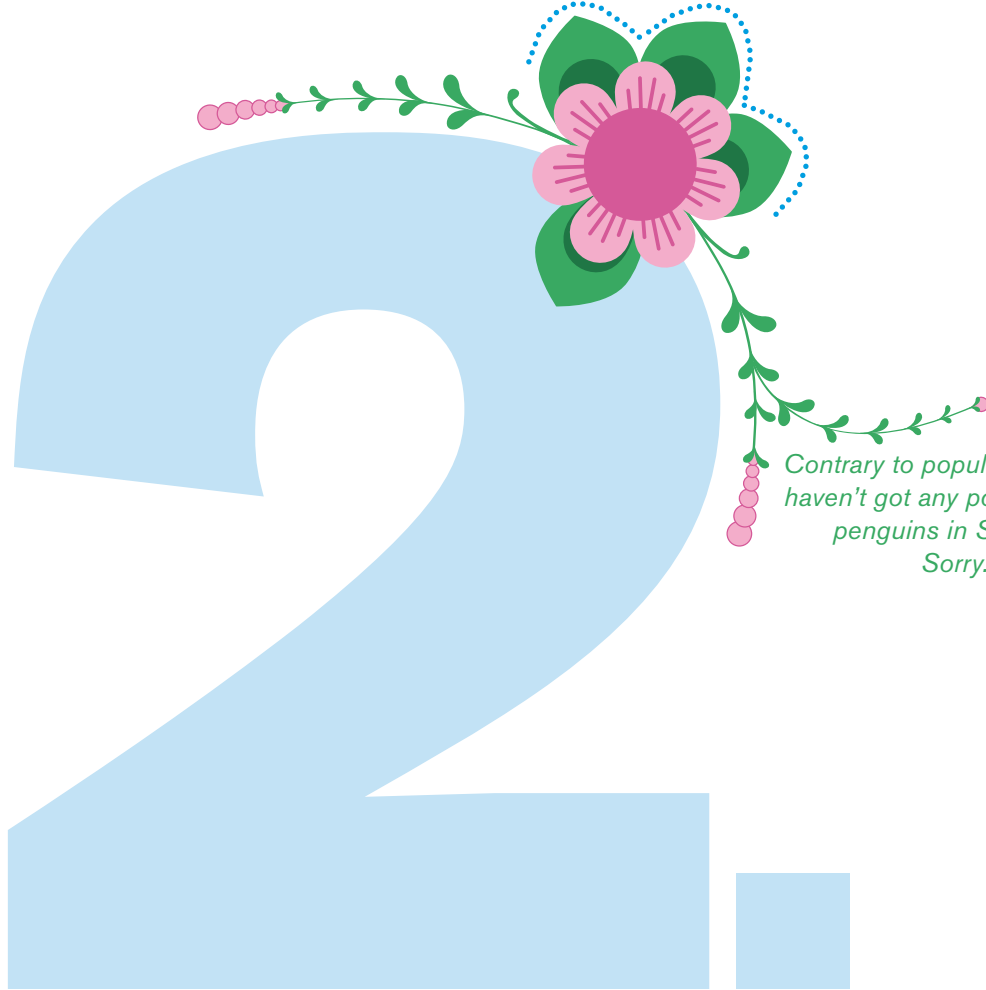
*The Swedes will be celebrating
Midsummer's Eve in the WTG
week. Don't be surprised if you
see people with flower crests
dancing like frogs around
the Midsummer pole.
It's normal, just join in.*



ENJOY THE GAMES

Welcome to the 18th World Transplant Games in Göteborg 2011. We would like to invite you to this unique opportunity to meet donors, transplantees and their families to celebrate life, friendship and successful surgeries.

By participating in the WTG you contribute in raising awareness of organ donations in Sweden and the rest of the world.



*Contrary to popular belief, we
haven't got any polar bears or
penguins in Sweden.
Sorry.*



SWEDEN BELOW THE SNOW

Most people don't know much about Sweden, this beautiful country far up north. By visiting in the summer, you get to see Sweden from its warmest and most welcoming side.

Göteborg is Sweden's second largest city and is situated on the west coast. The archipelago and the characteristic nordic light are sights you've probably never seen before. Average temperature at this time is 20 – 25 degrees Celsius and it barely gets dark at all.



*Sweden's most dangerous
animals are bees and wasps.
We also have 18 types
of sharks but they're all
harmless to humans.*

SMALL CITY – BIG TOWN

Göteborg is known for its friendly, neighborly atmosphere with a modern day, cutting edge touch. The town has a lot to offer. Whether you're interested in adventures, shopping, museums or just a day at the beach, you'll find the best of all worlds here. The Swedish Mayflower Association will also arrange various outdoor activities for children participating in the WTG.



*Australia is 17 times
bigger than Sweden
but only has 6 IKEA's.
Sweden has 17.*

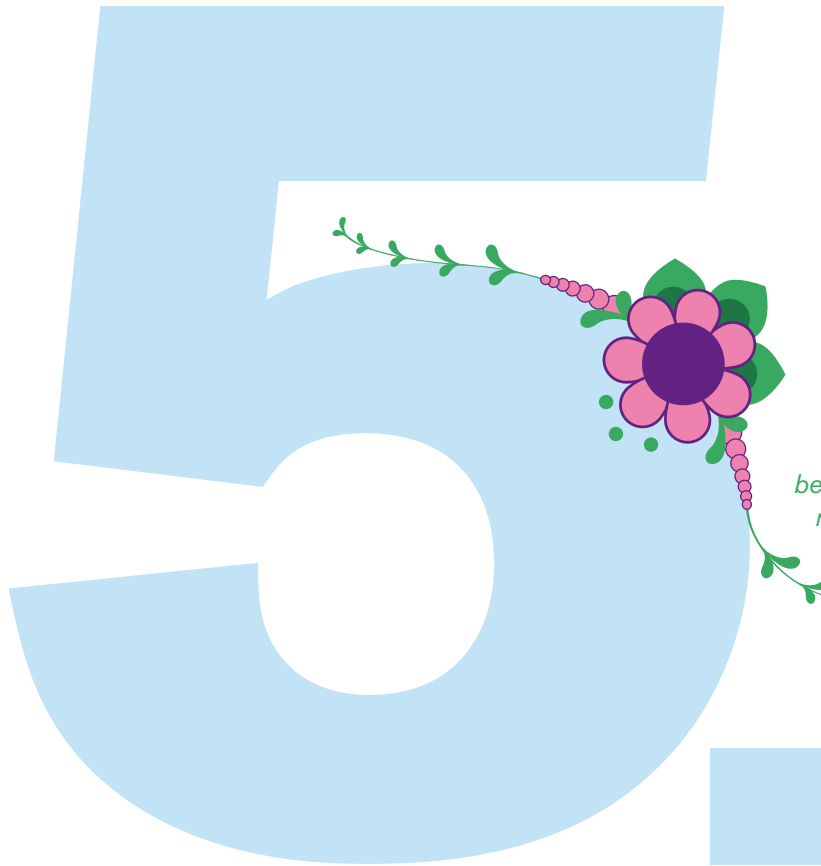
A vibrant street scene in Göteborg, Sweden. In the foreground, a blue tram with the number 304 is moving along the tracks. To the left, a woman is riding a bicycle, and several pedestrians are walking. The background shows a large, ornate building with a green roof and a clear blue sky.

GET HERE AND GET NEAR

Even though Göteborg is Sweden's second largest city, nothing is ever really far away. You have the arenas and practically everything you need within walking distance. From hotels and shopping malls to the opera, theatres, restaurants and amusement parks.

For those activities that do require transportation, biogas fueled buses and electric trams will take you wherever you want to go.

Our goal is to arrange the most environment friendly games ever.

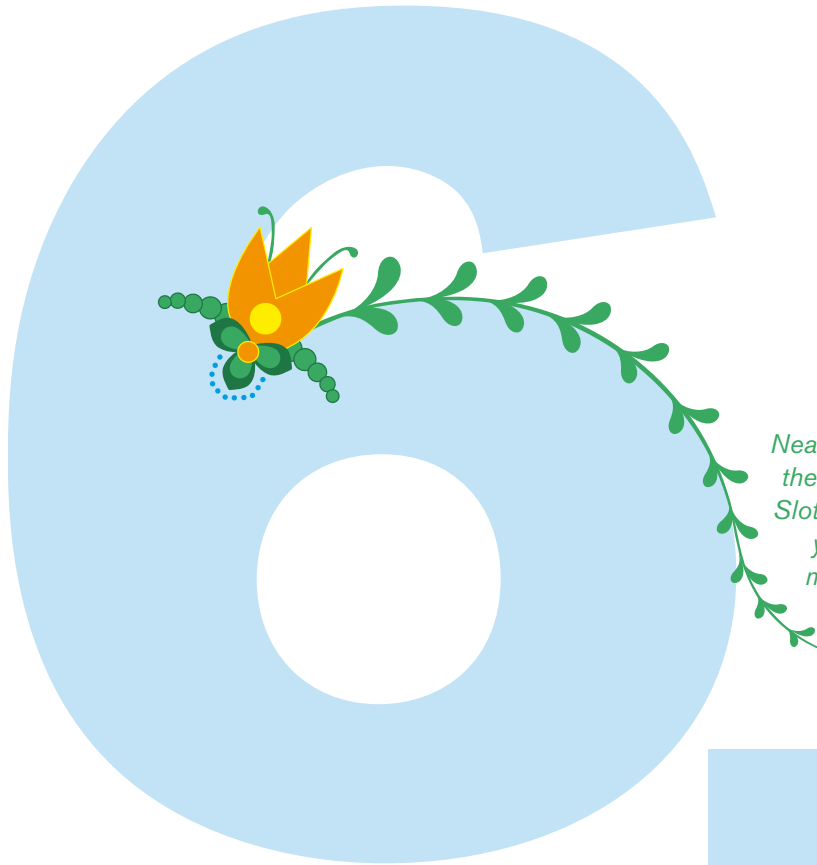


The summers of northern Sweden are famous for the beautiful midnight sun. It simply means that for a few weeks, the sun never sets.

A HOSPITAL AT YOUR SERVICE

Göteborg is very proud to be the home of Sahlgrenska University Hospital, northern Europe's largest transplant hospital. Sahlgrenska has agreed to be the center for all medical issues of the WTG and is just 10 minutes away from the arenas.

There will of course be medical teams at every arena at all times.



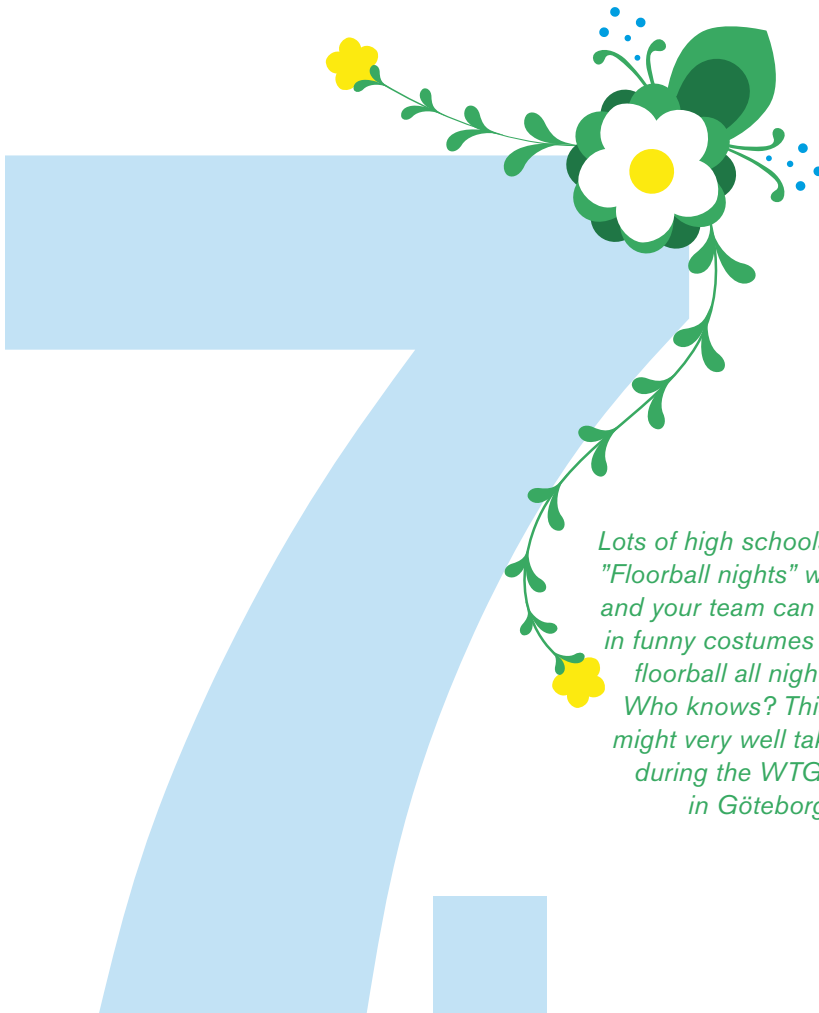
*Near Sahlgrenska you'll find
the beautiful forest park of
Slottsskogen. This is where
you go if you want to
meet a real-life moose
on a safe distance.*



MEET THE MEATBALL PEOPLE

You should meet the Swedes. They are known to be fun-loving and easy to talk to. You'll have to learn the Swedish word "lagom" though. It has no exact translation to any other language but you could describe it as "just right" or "just the right amount".

So when someone asks you how much lingonberry jam you want for your meatballs, just say "lagom" and you'll be fine.



*Lots of high schools arrange
"Floorball nights" where you
and your team can dress up
in funny costumes and play
floorball all night long.
Who knows? This event
might very well take place
during the WTG 2011
in Göteborg!*

A close-up photograph of two floorball players in a competitive match. The player on the left is wearing a dark blue jersey with the number 55 and is holding a black floorball stick. The player on the right is wearing a blue jersey with 'HLY' and 'STURBI' visible, and is also holding a floorball stick. A white floorball is on the wooden floor between their sticks. The background is blurred, showing other players and the indoor arena setting.

BE QUICK WITH A STICK

Have you ever tried floorball? It's one of the most practiced sports in Sweden and a lot of fun as well!

Floorball is also known as indoor hockey. It's played with a light plastic ball and without the skates. It's a minimal contact sport which is easy to learn and you can play it all year round.

WELCOME TO SWEDEN IN 2011

VALHALLA SPORT ARENA

Swimming, Bowling, Badminton, Table Tennis, Volleyball, Floorball

ULLEVI TENNIS COURT

Tennis

SLOTTSSKOGSVALLEN

Track and Field, Cycling, Road Race

HILLS GOLF & COUNTRY CLUB

Golf

LANDALA SQUASH CENTRE

Squash

HEDEN

Boule

All sports are organized by professional clubs and officials.

Games Office will be located in Valhalla Sport Arena. We reserve the right to make switches in scheduled arenas.

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There's an old tradition to pick seven different flowers and put them under your pillow on Midsummer's Eve. You'll dream of the person you are destined to marry.

