A themed train dedicated to the XXIX International Winter Universiade 2019 in Krasnoyarsk has hit the tracks of the Moscow Metro’s Circle line. The launch came at the initiative of Nornickel, the General Partner of the Student Games.

The train’s design incorporates the Universiade’s signature colour scheme and features quick facts on the history of the Winter Olympics, the Universiade facilities, and the sports included in the programme. It also showcases the diversity of Siberia’s culture and nature, as well as its history and traditions.

Nornickel had held a competition among seven groups of design students, and the winning team (Moscow State University of Design and Technology) went on work on the train’s interior and had its graphics integrated in the final train livery design.

The train is not Nornickel’s first initiative in support of the Student Games. The Company has been actively promoting the event on the regional, national and international levels, helping to create the Universiade’s theme song and supporting the torch relay that reached Russia in late September. Nornickel is also staging the Follow Up Siberia international digital programme, and three planes of NordStar (a Company-owned airline) are branded with the Student Games logos. In total, the Company has contributed in excess of RUB 2 bn to the Winter Universiade.

The 2019 Winter Universiade is an international multi-sport event that is the student version of the Olympics, and this one will be held in Krasnoyarsk during 2–12 March 2019. Attendance is expected at around 200,000 guests and spectators, who will watch over 3,000 athletes compete for 76 medal sets in 11 sports: biathlon, cross-country skiing, ice hockey, alpine skiing, curling, snowboard, figure skating, short track, freestyle skiing, ski orienteering, and bandy. Some 5,000 volunteers will be assisting during this major student sports event — the biggest one in the country.

“We believe it is important to support student events and initiatives. The Universiade in Krasnoyarsk will bring together some of the international student community’s best, who in just a few short years will be shaping the domestic and foreign policies of their countries. This makes the Universiade not just a stepping stone towards a better future for our country, but also a means of improving cooperation, cross-cultural communication and friendship among the world’s youth,” said Vladislav Gasumyanov, Nornickel’s Vice President and State Secretary.
He made note of the Company’s focus on supporting sports and promoting a healthy lifestyle as part of its corporate social responsibility policy. “These games combine both focus areas, giving athletes a chance to show off the strength of their will, character, and personality. With the Krasnoyarsk Universiade carrying the torch passed on by the Sochi Winter Olympics and the Football World Cup, I expect the level of organisation of international events to remain reliably high as they go on to become part of Russia’s modern history,” said Mr Gasumyanov.

“The train does a great job at boiling down and showcasing the essence of the Universiade,” said Olga Golodets, Deputy Prime Minister of Russia, at the launch ceremony. “It features little-known facts about sports and the life in the North of our country. It is bound to make an impression on everyone. There is also great craftsmanship on display here: the design students did a marvellous job on the arrangement and presentation of the information in the train. I would like to extend my gratitude to Norilsk Nickel for giving the Universiade a ‘calling card’ and for promoting the event, and I thank all the students who worked on the project.”

Nornickel (MMC Norilsk Nickel) is the world’s leading metals and mining company and the largest global producer of high grade nickel and palladium. With a long track record of providing comprehensive support to Russian sports, the Company acts as the general partner of the 2019 Winter Universiade in Krasnoyarsk, the Russian Olympic Committee, the Russian Ice Hockey Federation, and of a number of other sports federations. On top of that, Nornickel owns the CSKA professional basketball club and the Norilsk Nickel futsal club.

XXIX International Winter Universiade 2019 in Krasnoyarsk is a multi-sport student event similar to the Olympics (the word “universiade” is a combination of “university” and “olympiad”). For over 50 years, it has been the second most prominent sporting event held biennially by the International University Sports Federation (FISU). Participation is open to undergraduates, postgraduates and graduates under 25 years old.

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