



PRESS RELEASE No. 2

"Hit of the season" award for Barum Czech Rally Zlín

Fifth edition of the competition "Hit of the season in the Eastern Moravia 2014" knows its winners. The best product related on the field of tourism in the region was delivered by the organizers of the Barum Czech Rally Zlín and the Tomáš Baťa University in Zlín.

The tourism central office of the Eastern Moravia announces this competition every year with aim to motivate business companies and non-profit organizations in creating attractive products which would boost the tourism in the region of the Eastern Moravia.

In this year the company Rallye Zlín, spol. s r.o. and the Tomáš Baťa University joined its forces and created long-stayed product "Experience weekend at the Barum Czech Rally Zlín" which will go on during the last weekend of the summer holidays 2014. And it was right this product which was awarded by the expert committee for the tourism as the best one.

The package will contain three days program at the Barum Czech Rally Zlín during which the participants can live out unique experiences. "People who decide to buy this product, will get a chance to enjoy the rally on new level. They can watch the city Super special stage from the VIP zone on the roof of Building 21, enjoy the drive in the rally car as a co-driver and on Sunday to observe the rally cars on special stages from a helicopter," explains Jan Regner, the Deputy of CoC Barum Czech Rally Zlín. Other attractions will be prepared in the service area as well as on special stages with arranged VIP places.

Second partner involved in the project is the Tomáš Baťa University in Zlín which provides its sleeping and eating facilities. After returning from the rally to the accommodation the participants can access the internet or use many other services provided in the college. The company will every day serve up breakfasts with possibility of additional order of half- or full-board service. "The stay was outlined in order to provide to the people new experience as well as to let them try out our hotel and gastronomy services. We'd like to present Zlín as the city with highly professional services on the field of tourism," adds Ing. Miroslav Procházka, ředitel kolejí a menzy Univerzity Tomáše Bati ve Zlíně.

More details about the rally experience packages will be released during spring 2014.

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BARUM CZECH RALLY ZLÍN