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BARUM CZECH RALLY ZLÍN

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PRESS RELEASE OF PROJECT RALLY TO MARROW

After successful movie Happy Rally, Barum rally this year runs for marrow

While 5% of German population belong to marrow donors, in the Czech Republic it's less than 1%. Lack of potential givers negatively reduces chances of patients with acute leukaemia or other oncologic disease to become healthy almost to zero. To increase number of potential marrow donors is the main target this year's Barum Czech Rally Zlín campaign Rally to marrow!

"The aim is to enhance the donors' registry with new young people under 35. In Germany the registry joins every 20th person, but in the Czech Republic it's only every 200th. And at the same time every three minutes there appears new patient with diagnose of defective haematopoiesis. That's why we've decided to use our knowledge in online marketing and to appeal via social networks to young people who can join the donors' registry," says Jan Čada from Advertising Engineers agency which is responsible for the campaign run during the Barum Czech Rally Zlín.

Serious diseases can hit also trained sportsmen. Professional co-driver Alex Kihunari (28) from the USA who took a part in the Barum rally 2014, will join the rally this year only symbolically – he is one of those waiting for appropriate marrow donor. He immediately agreed to support the Rally to marrow campaign: *"A bone marrow transplant is the only real cure for otherwise incurable forms of cancer, including my own, but finding a donor is a difficult and often time-sensitive process. A small blood test goes a long way in lifting someone back on the road again who would otherwise go out entirely too soon..."*

"This year we've decided to show that people do care about those who have become seriously ill. We believe that together with personalities from rallysport we can encourage many young people to get registered in the marrow donors' list," says Miloslav Regner, the Clerk of the Course Barum Czech Rally Zlín

Barum rally organizers together with the Advertising Engineers agency and Czech national marrow donors' registry prepare for the rally visitors easy way how to join the registry – it will be quick, painful and with small reward! The blood samples collection spots will be available at the rally start and finish in Zlín and during the rally in Service park in Otrokovice.

"The Barum rally is every year visited by tens thousands people. I believe their hearts beat not only for fast cars but for doing a good thing too. In rallying as well as in entire life there goes that who can, will help!" says Jan Regner, the Deputy CoC BCRZ.

Every fourth patient never finds a suitable donor. What if it is you who can save someone's life?

The project Rally to marrow is a continuation of the established cooperation between Barum Czech Rally Zlín and Advertising Engineers. Their movie "Happy rally" released in 2014 became popular around the whole world.

www.jedunadren.cz

<http://www.marrow4tomorrow.eu/>

<https://www.facebook.com/Jedunadren>

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INFORMATION