

NEJVĚTŠÍM VÍTĚZSTVÍM V ŽIVOTĚ JE ZACHRÁNIT ŽIVOT JINÉHO

BARUM CZECH RALLY ZLÍN

[RI] REKLAMNÍ INŽENÝŘI

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## Barum Rally fans saved lives. The successful campaign Marrow4Tomorrow continues.

**My friend died of leukaemia a year ago. My cousin lost his battle with leukaemia. I am doing it for my children.** These are some of the reasons people gave when they were signing up for the bone marrow registry in Zlín and Otrokovice. Thanks to the campaign **Marrow4Tomorrow**, **571** new potential donors of bone marrow joined the registry. The enormous interest exceeded organiser's expectations and proved, that the fate of patients diagnosed with oncological diseases is not indifferent to motor sport fans.

Therefore, the project's mission continues at this year's **Barum Czech Rally Zlín**, under the auspices of **Auto-club Czech Republic**. Its realization will be again in the hands of Advertising engineers, an advertising agency, where it all began. *'Thanks to the significant support of Auto-club Czech Republic and Barum Czech Rally Zlín, Marrow4Tomorrow can once again embark on its journey to find more donors for patients, whose number is still rising. Our main goal is to raise public awareness about this issue, because only 0, 5% of the Czech population is registered, while in Germany it is 6%. Maximum comfort is offered to potential donors. Places, where your blood can be taken will be in Service Park and at start and finish point,'* said **Jan Čada** from Advertising engineers.

*'I really happy that throughout the weekend it was managed to collect such high number of new donors. Statistically, we can therefore help almost five patients as every 120th registered person becomes a donor on average,'* added on the success of this project **Zdena Wasserbaurová**, who managed to bring about six thousand potential donors.

*'Such result is truly remarkable, especially if it was achieved in three days. It is simply unbelievable.'* **Mgr. Daniel Pagáč, MBA**

**Executive Director of Czech National Marrow Donors Registry (CNMDR)**

Barum Rally, cooperating with **Auto-club Czech Republic**, along with its fans will once again do the right thing to help those in need of blood cells. **Time and place:**

Friday	26. 8.	1 p.m. – 7 p.m.	Start Point, náměstí Míru square, Zlín
Saturday	27. 8.	1 p.m. – 10 p.m.	Service Park Otrokovice
Sunday	28. 8.	9 a.m. – 2 p.m.	Service Park Otrokovice
		3 p.m. – 6 p.m.	Finish Point, náměstí Míru square, Zlín

Every fourth patient does not find its suitable donor. What if you are the only one who can save him? It only takes 5 minutes and 2 millilitres of your blood and an adult's or a children's life can be saved.

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

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

**YOUTUBE:** <https://www.youtube.com/user/barumczechrallyzlin>

**Zlín, 26th July 2016**

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