

NEJVĚTŠÍM VÍTĚZSTVÍM V ŽIVOTĚ JE ZACHRÁNIT ŽIVOT JINÉHO

BARUM CZECH RALLY ZLÍN

[RI] REKLAMNÍ INŽENÝŘI

www.JEDUNADREN.cz

## The successful campaign Marrow4Tomorrow continues at Barum Czech Rally Zlín and newly at Czech Truck Prix in Most.

**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 in 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.



**Based on this experience, Auto-club CZE decided to take patronage over this event and to further expand in order to get more donors.**

*'We are happy to support this project and to reach more potential donors of bone marrow. Every saved life is a big victory for us, so Marrow4Tomorrow,'* said the chairman of Auto-club ČR **Tomáš Kunc**, who is also participating.

**Thanks to the support of Auto-club CZE, the project continues on this year's Barum Czech Rally Zlín and the first weekend in September on Czech Truck Prix in Most.**

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 CZE and organisers in Zlín and Most, 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%. We will offer potential donors best comfort possible,"* said **Jan Čada**, from Advertising engineers.

*'It is a very noble project and we believe that our drivers and motor sport fans will happily expand the registry,'* said **Radek Ječmínek**, executive director of Auto-club CZE.

The number of people suffering from acute leukaemia is rising, especially among young people and children. And sometimes bone marrow transplant is the only solution. **Unfortunately every fourth patient does not find its suitable donor.** That is why it is important to have as many volunteers in registry as possible.

Fans can sign up to the **Czech National Marrow Donors Registry** on these days:

### **Barum Czech Rally Zlín**

23. 8. 2016	Tuesday	6 p.m. – 9 p.m.	náměstí Míru square, autograph signing
26. 8. 2016	Friday	1 p.m. – 7 p.m.	Start Point, náměstí Míru square, Zlín
27. 8. 2016	Saturday	1 p.m. – 10 p.m.	Service Park Otrokovice
28. 8. 2016	Sunday	9 a.m. – 2 p.m.	Service Park Otrokovice
		3 p.m. – 6 p.m.	Finish Point, náměstí Míru square, Zlín

### **Czech Truck Prix Most**

3. 8. 2016	Sunday	9 a.m. – 6 p.m.	Most Autodrom
4. 8. 2016	Sunday	9 a.m. – 6 p.m.	Most Autodrom

***Every fourth patient does not find a suitable donor. What if you are the only one who can save him? It only takes 5 minutes and 2 millilitres of your blood. It does not hurt.***

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

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

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

### **Prague, 15th August 2016**

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#### **Advertising engineers**

Communication agency comprised of experts on advertising. Together with Auto-club CZE we decided to beat blood cancer. It is a long way to victory, because our enemy is malicious and strong, but with your help the doctors can save many patients and bring them back to our lives. Let's all spent five minutes and give two millilitres of our blood to fight oncological condition. Marrow4Tomorrow!

[www.advertising-engineers.com](http://www.advertising-engineers.com)

#### **Czech National Marrow Donors Registry**

The only registry in the middle and Eastern Europe accredited by World Marrow Donor Association (WMDA). Czech National Marrow Donors Registry is a non-profit organisation founded by Bone Marrow Transplantation Foundation as an independent legal entity.

[www.kostnidren.cz](http://www.kostnidren.cz)

#### **Marrow4Tomorrow!**

We decided to prove that the fate of patients diagnosed with oncological diseases is not indifferent to motor sport fans and we believe that with help of figures of world rally, we can reach thousands of young people willing to donate bone marrow. The success of the pilot project on Barum Czech Rally Zlín gives us hope, as we found new 571 heroes.

[www.marrow4tomorrow.eu](http://www.marrow4tomorrow.eu)