

PRESS RELEASE No. 4

The Barum Rally will move Zlín through sport

It has become a tradition that the organizers of the Barum Czech Rally Zlín, in addition to the car race itself, also annually prepare projects in which not only the motoring public can actively participate. The Barum rally sport program will follow up on the successful "Marrow4Tomorrow" campaign or the "Zlín bikes" cycling ride during the 50th anniversary of this rally, being focused on sports activities for children, youth and adults.

The motto "Zlín, the city of sports" will thus get a whole new dimension far beyond the boundaries set by the rally itself. From Friday 27 to Saturday 28 August 2021, local sports clubs will present themselves in Zlín parks as well as on náměstí Míru square in Zlín and in the shopping centre Golden Apple. Clubs will be able to present their activities and address potential new members and athletes.

"Especially the last few months have shown how important it is to support physical immunity and a healthy lifestyle," says Jan Regner, Deputy Clerk of the Course Barum Czech Rally Zlín. **"The Barum rally sports program will allow people in one place to easily get to know and actively try out various sports and disciplines to which they have not yet found their way or which they even thought it may be too demanding and inaccessible for them. We believe that many people will cross their inner boundaries during the sports weekend and find a new hobby. Just as we hope that the children will get to know new activities, which they will start engaging in and which they will enjoy in the years to come. At the same time, it will be a welcome opportunity for the involved clubs to recruit new members and expand after having to suspend their activities for a long time due to recent government arrangements."**

The organizers of the Barum rally offer the participating sports clubs an attractive opportunity to present themselves during a prestigious car race, which is regularly visited by tens of thousands of people. As part of the Barum rally program in the centre of Zlín, organizers will provide technical background, space for a presentation on the stage on náměstí Míru square or the opportunity to organize an autograph session with well known athletes. In addition, the entire event will be communicated through the Barum Czech Rally Zlín media platforms including the official website czechrally.com, facebook, instagram and twitter pages with the potential reach of tens of thousands of other people.

Further information will be published on the website www.barumkasportuje.cz, where both the public and sports clubs interested in participating in the Barum rally sport program will find out everything they need to know!

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INFORMATION