

PRESS RELEASE No. 20 A charity auction makes grand finale

For the 50th anniversary, the organizers of the Barum Czech Rally Zlín have arranged art competition called Paint, Win, Help. The whole project goes to the grand finale ended up with a charity auction of all submitted paintings, and the gain from the event will meet children affected by insidious leukaemia. This way, Barum Czech Rally Zlín continues in the traditional fight against cancer, which has started in 2015 with the "Marrow4Tomorrow" bone marrow project.

The long-awaited auction was launched on Wednesday, August 18 at the auction portal Aukro.cz and will last exactly one week until Wednesday, August 25. **"We received a total of 45 competition paintings, which were exhibited on social networks, and fans voted for the most popular work via the official Facebook profile. The valuable prizes that we put into the competition were also a strong motivation for voting. You can find there adrenaline experiences like driving in racing cars, flight in a helicopter or the usual vouchers for season tickets,"** stated Jan Regner, Deputy Director of Barum Czech Rally Zlín. Alongside the voting, an exhibition of all competition works took place at the Regional Office in Zlín. From the end of June, all works were seen in the town hall of the Statutory City of Zlín, and then moved to the lobby of Continental Barum s.r.o. in Otrokovice. In mid-August, the exhibition has returned to Zlín, currently hosted by the Golden Apple shopping centre.

In addition, the whole competition has a very charitable intention. As agreed with the Governor of the Zlín Region Radim Holíš and the Mayor of the Statutory City of Zlín Jiří Korec, all competing paintings are engaged in the auction and the entire gain will be dedicated to supporting the family, to whom children struggle with insidious leukaemia, **"We'd like to thank to the auction portal Aukro for this generous act, which organized this online auction. We are sending the auctioned paintings within 14 days, Barum rally will be charged for shipping and delivery fees. We will hand over the check and announce the raised amount to the public before the ceremonial start in front of Zlín City Hall,"** said Jan Regner.

The Barum Czech Rally Zlín is following the traditional fight against cancer, which has started in 2015 with the "Marrow4Tomorrow" bone marrow project. Thanks to this project, the Czech National Marrow Donor Register has registered 3,411 new potential donors of bone marrow from the ranks of motorsport fans! Every healthy person between the ages of 18 and 35 can register even now during the competition on Náměstí Míru square in Zlín. **"We have two requests for the fans. First, to buy paintings for the sake of good and second, to stop in the Zlín square in front of the town hall and sign into the bone marrow donors register. They will help to save human lives in real life,"** concluded Jan Regner. The link to the auction, which lasts until Wednesday, August 25 at 8 pm, can be found at: <https://aukro.cz/uzivatel/BarumCzechRally/nabidky>

In addition, you can see the entire gallery until the end of the 50th Barum Czech Rally Zlín in Golden Apple shopping centre in Zlín.

You can find more information at www.czechrally.com and don't forget to follow Barum rally on the official Facebook, Instagram and Twitter accounts.

Zlín, 16th August 2021

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