

PRESS RELEASE no. 11

Barum rally sports: Promoting a healthy approach to life

After last year's successful premiere, this year's accompanying programme will also include a project called Barum rally Sports, which focuses on sports activities for children, youth and adults. The aim of the event is to stir up the city of Zlín, to support local sports and dance clubs, leisure activities, to connect all sports in one place with the promotion of the idea of Zlín, the city of sport and to become a celebration of a healthy lifestyle.

The event is targeted to the general public through local sports clubs, not only to children and young people, but also adults. **"We will create the conditions for local sports clubs to present themselves, which should also help to recruit new sporting members and promote a healthy lifestyle, which is now more than needed as part of increasing immunity against diseases. A number of sports clubs have been affected by covid in the previous two years and sporting activities have been very limited in recent times. That is why we want to help these sports clubs through our platform so that they can hold demonstration events and recruit new members,"** said Jan Regner, director of Barum Czech Rally Zlín.

The Barum rally Sports project will take place on Saturday 27 August at three locations, namely Komenského Park, Svoboda Park and Náměstí Míru Square from 10 am to 7 pm. The culmination of the sports celebration will be the Saturday Exhibition of all participating clubs, which will take place from 6 to 7 pm on the square. From 8 pm there will be an after party in Komenský Park. The aim of the new project is to stir up Zlín, to support local sports, dance clubs and leisure activities. To realise the idea of combining all sports in one place and to motivate the public to a healthy lifestyle. Considering the challenging period that has affected, among other things, the sports sector, the organisers are promoting a healthy approach to life, which undoubtedly includes sport. **"We want to promote not only a healthy body but also a healthy spirit. Alongside the sporting activities, there will be various lectures and seminars on how to learn to work with stress, emotions and fear. We are convinced that promoting physical and mental health is extremely important especially nowadays,"** said Jana Norková, the main organizer of the project.

Many sports clubs and associations have already promised to participate in the August sports festival. **"For example, the Panthers and Lions floorball clubs, Gymnastics Zlín and parkour, the Golem Zlín American football school, representatives of thaiboxing and aerobics, as well as the Jana dance school, Salsa Zlín, dancing club Fortuna, Basketball Zlín club, the Taekwondo club and many others will perform,"** Norková added.

Participating sports clubs:

Taneční klub FORTUNA Zlín
VITAR s.r.o. - Discgolf Capri-Sun, children's activities
Sportovní klub Basketbal Zlín, basketball
Sportovní klub P+K Zlín, aerobic
Rednecks Bowl z.s., American football Zlín Golems
Meet Fit
Salsa Zlín
Klub Taekwondo WTF Zlín, z.s. - Korean olympic sport taekwondo
Taneční škola JANA, Love2Dance
Florbalový klub Zlín Lions, floorball
Florbalový klub Otrokovice Panthers, floorball
SAD GYM, thai box
Vitasana fitness
Vseprobeh
Gymnastika Zlín, parkour
Helena Hurťová, lunar yoga
and more.

More information available at www.czechrally.com and don't forget to follow Barum rally on the official Facebook, Instagram and Twitter accounts.

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