

ENJOY THE RUNNING FESTIVITIES!

RUNCZECH

www.runczech.com

RunCzech Running League

21 JUNE 2014 MATTONI OLOMOUC HALF MARATHON

PRESS GUIDE ENG



THE RACE IS A PART OF THE RUNCZECH RUNNING LEAGUE



MEDIA INFORMATION

Dear sports friends,

Welcome to the Mattoni Olomouc Half Marathon.

The Press Guide, which you are holding in your hands contains basic information for journalists relating to the Mattoni Olomouc Half Marathon. Other important facts about the race and elite athletes are presented in the Event Guide. We hope you find everything you need to cover this year's event, but please do not hesitate to ask anyone of the Press Team if you need anything else.

PRESS TEAM

The Press Team is based at the NH Collection Olomouc Congress and at the race day in City Hall, Horní Square.

Zdenka Pecková	PR & Media	777 537 981	peckova@pim.cz
Tomáš Nohejl	Media	773 407 114	nohejl@pim.cz
Slavomír Michalik	TV Liaison	725 032 333	michalik@pim.cz
Diana Rybachenko	International Promotion	777 746 801	rybachenko@pim.cz
Ieva Razbadauskyte	Hospitality	777 786 691	ieva@pim.cz
Jim Moberly	Foreign Media Liaison	737 186 997	moberly@pim.cz
Veronika Zbořilová	Media Support	737 660 216	zborilova@pim.cz
Lucie Hájková	Media Support	736 765 768	hajkova@pim.cz
Martin Martinec	Digital Media	775 443 642	martinec@pim.cz

PRESS CENTRE

Press Centre is a place where members of the media can pick up their accreditation passes. The latest information about the race will be available there as well as internet access.

On race day the Press Centre is moved to the City Hall. It is opened from 8:30 a.m. providing all accredited media comfortable indoor location, wireless internet access, live results and live broadcasting of the race. After-Race Press Conference take place at the Press Centre as well.

Friday

NH Collection Olomouc Congress
Legionářská 1311 / 21
Olomouc

Saturday

City Hall Olomouc
Horní Square 583
Olomouc

Opening hours:

Friday, June 20	8:30 a.m.-8:30 p.m.	NH Collection Olomouc Congress, Olomouc 2&3 Lounge, 1st floor City Hall Olomouc, Horní Square
Saturday, June 21	8:30 a.m.-11 p.m.	

MEDIA CAR

Take advantage of the opportunity to ride in a special car which will drive ahead of the elite runners throughout the race!

- Unique experience
- Unrivalled photo opportunities
- Live coverage from the course

Book yourself a place in the car at the Press Centre or by calling Zdenka Pecková at tel: +420 777 537 981. Limited access.

INTERNET AND SOCIAL MEDIA

Online broadcasting on Seznam.cz.

Web sites:

www.runczech.com
www.runningmall.cz

Facebook:

RunCzech – facebook.com/runczech
Prague International Marathon – facebook.com/PragueInternationalMarathon
Running Mall – facebook.com/runningmall

Twitter:

[Twitter/runczech](https://twitter.com/runczech)
#olhalf

Find RunCzech also at YouTube, Flickr, Google +.



PRESS CONFERENCES

Friday, June 20

Pre-Race Press Conference 11:00 a.m. NH Collection Olomouc Congress, Olomouc 2 & 3, Lounge, 1st floor

Saturday, June 21

After-Race Press Conference 8:40 p.m. City Hall Olomouc, Horní Square

MEDIA PROGRAMME

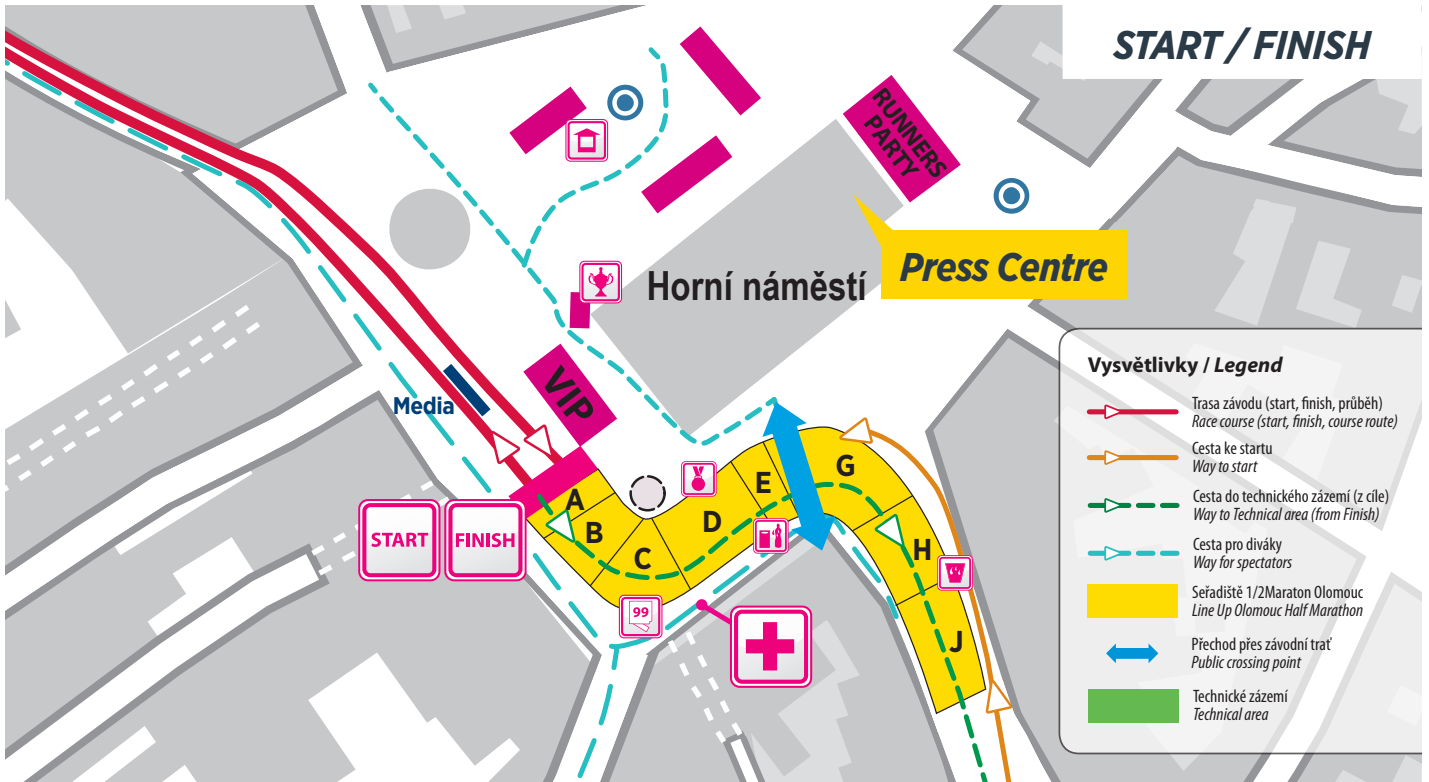
Friday, June 20

Press Centre 8:30 a.m.-8:30 p.m. NH Collection Olomouc Congress, Olomouc 2 Lounge, 1st floor
 Moravia Sport Expo 9:00 a.m.-7:00 p.m. Exhibition Hall Flora Olomouc, pavilion A
Pre-Race Press Conference 11:00 a.m. NH Collection Olomouc Congress, Olomouc 2 & 3, Lounge, 1st floor
 Pre-Race run 5:00 p.m. Moravia Sport Expo, Exhibition Hall Flora Olomouc

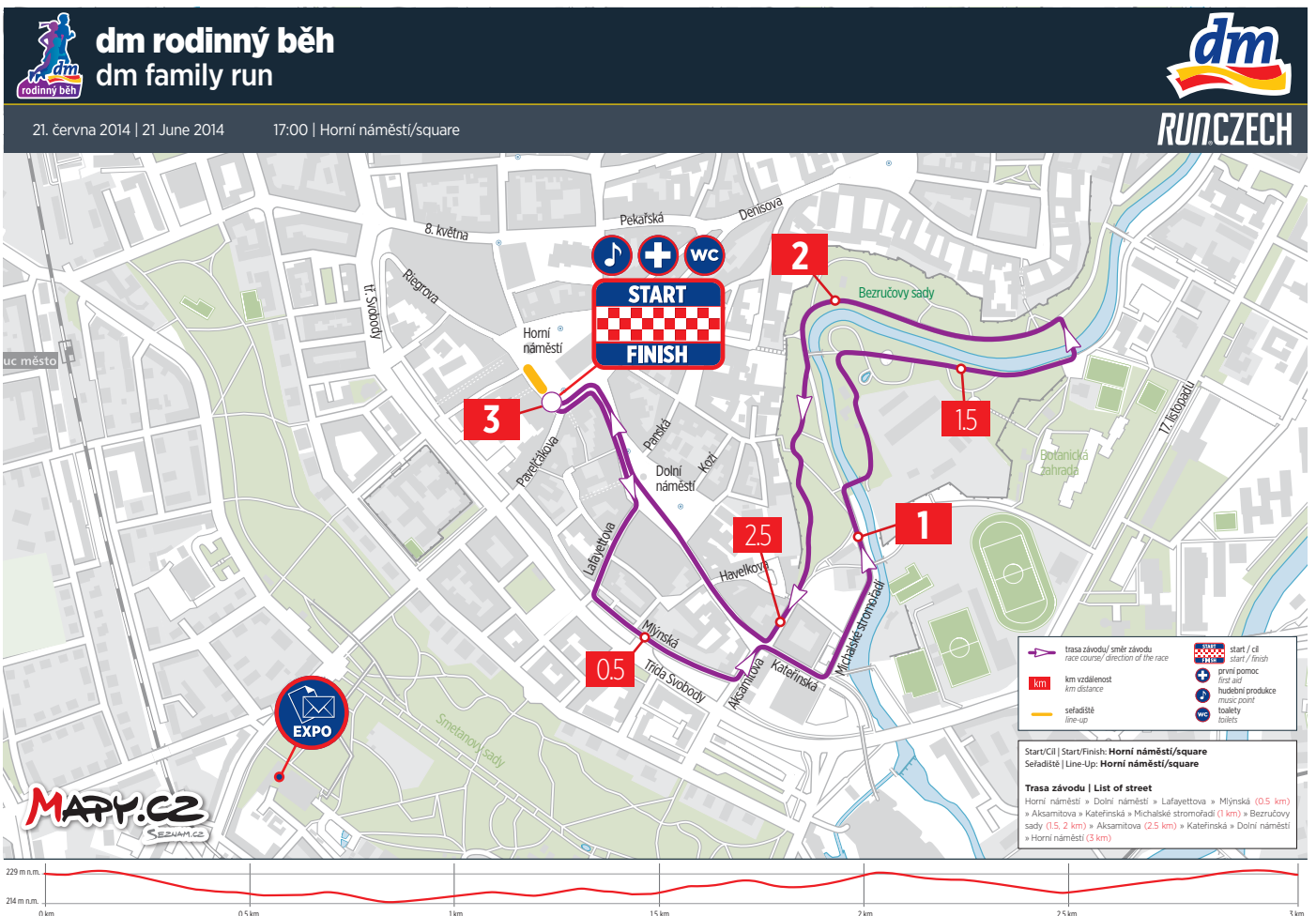
Saturday, June 21

Press Centre 8:30 a.m.-11:00 p.m. City Hall Olomouc, Horní Square
 Moravia Sport Expo 9:00 a.m.-7:00 p.m. Exhibition Hall Flora Olomouc, pavilion A
 Start dm family run 5:00 p.m. Horní Square
 Start Mattoni Olomouc Half Marathon 7:00 p.m. Horní Square
 Anticipated arrival of the first man 7:59 p.m.-8:03 p.m. Horní Square
 Anticipated arrival of the first woman 8:07 p.m.-8:12 p.m. Horní Square
 Award ceremony - Men 8:15 p.m. Horní Square
 Award ceremony - Women 8:20 p.m. Horní Square
 Award ceremony - Czech Men 8:25 p.m. Horní Square
 Award ceremony - Czech Women 8:35 p.m. Horní Square
After-Race Press Conference 8:40 p.m. City Hall Olomouc, Horní Square
 Madeta After-Race Runners Party 8:30 p.m. Galerie Caesar, Horní Square
 Official end of race 10:00 p.m. Horní Square
 Award ceremony - Relay, 2Run 10:15 p.m. Galerie Caesar, Horní Square
 Award ceremony - Relay, 2Run 10:15 p.m. Grandhotel Zvon





In start/finish area will be a place reserved for accredited media for photo shooting. The reserved place for media at finish will be available from 7:50 a.m. to 8:20 p.m.



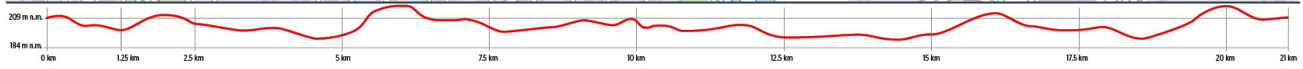
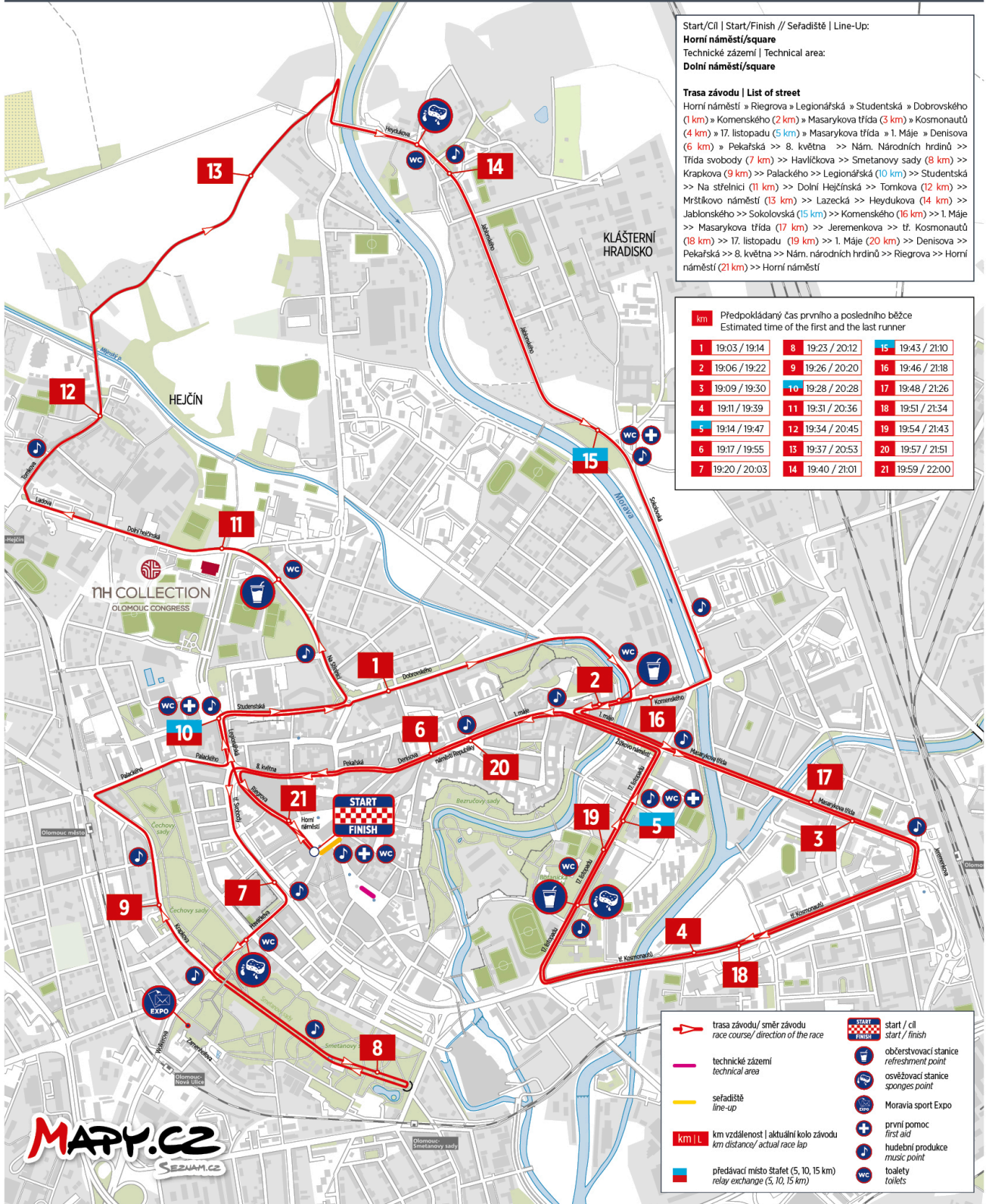


Mattoni 1/2Maraton Olomouc Mattoni Olomouc Half Marathon



21. června 2014 | 21 June 2014 19:00 | Horní náměstí/square

RUNCZECH



MATTONI OLOMOUC HALF MARATHON

21 June 2014

PARTNERS



OLOMOUC

UNIQUE HALF MARATHON AMID THE MOST BEAUTIFUL MONUMENTS

Already for the fifth year in a row will the lovers of endurance running get an invitation to Olomouc. For the fifth time a wonderful race course opens up leading through the historical city center of Olomouc, former capital of Moravia and the second biggest monument reservation of the Czech lands. Hardly anywhere in the world can the runners enjoy kilometres of race amid renaissance and baroque palaces, churches or fountains. It is difficult to describe the atmosphere of the Mattoni Olomouc Half Marathon, it is much better to simply experience it.

Major part of the course leads in fact through the very heart of the royal city of Olomouc. After all, the start and finish alone are located most centrally, on the Horní square next to the old City Hall. As soon as the runners leave the medieval backstreets, they will find themselves in the midst of yet another Olomouc pride, the city parks, which encircle the historical city core like a green wreath. I am more than pleased that the city of Olomouc can offer all its three main parks after a general renovation with new paths, facilities and well-maintained greenery. I dare to

say that our race course belongs among all the city marathons to the most beautiful ones and for the runners to the most enjoyable ones.

When we were preparing the first year of half marathon, nobody could be sure in how far would this novelty be a success. Today, it is difficult to get registered even several months in advance and runners from dozen of countries meet on the track, it is long obvious that it was a great idea and Olomouc became a city dedicated to running. Half marathon in Olomouc is a huge event, but by far not only a sports one. Thousands of runners on the field are watched and supported by thousands of keen fans. I strongly believe that the participants of the fifth anniversary edition will enjoy this popular race. I wish a good run to all the runners, the best possible results and all the best to the entire race.

Martin Major
Mayor of Olomouc





SELECTION OF INTERESTING PLACES IN THE OLOMOUC REGION WHERE PARTICIPANTS OF THE MATTONI OLOMOUC HALF MARATHON CAN SPEND THEIR LEISURE TIME.

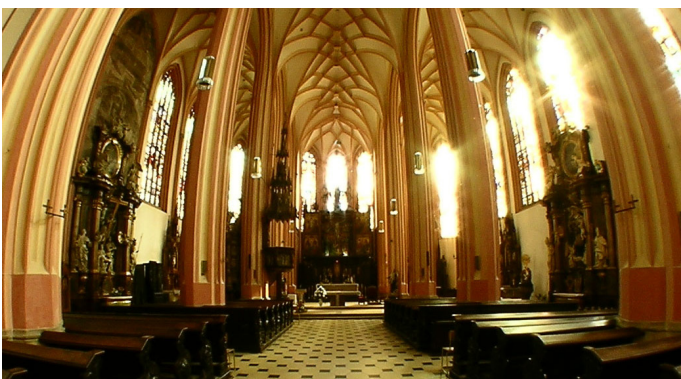
We suggest runners to visit especially the City of Olomouc (regard to the time and distance):

1. The Holy Trinity column (UNESCO Heritage Site)
2. The town hall with the astronomical clock
3. Olomouc fountains and churches,
4. Archbishop's Palace
5. Olomouc castle and Romanesque Bishop's Palace
6. Archdiocesan Museum
7. National History Museum
8. Crown blockhouse - Fort of knowledge (should be open from June)
9. Veteran Arena
10. Museum of Aviation
11. Olomouc parks
12. Aquapark Olomouc
13. Saint Wenceslas brewery
14. Moritz Tavern Brewery

Interesting places around Olomouc:

1. Holy Hill (basilica) and Zoo
2. Forty - unique imperial and royal forts near Olomouc
3. Slatinice - Veterans Museum and spa
4. Příkazy - Hanakia Open-air Museum
5. Bohemia under Košič - Carriage Museum + park

In the date of the 20th - 22nd June (Friday - Sunday) it's also possible to use services of Travel agency Peřej tours (rafts, bikes) and others for example ČD (rent a bike), IC Olomouc (audioguide/OLINA/Bike rental service/Cheese automat machine)..



CzechTourism

HISTORICAL OLOMOUC TRANSFORMS INTO A CITY OF SPORT AND EXERCISE

For its unique historical center and numerous monuments this metropolis of Moravia can easily become an unforgettable place for your holiday. However, Olomouc also provides a wide range of activities for sport and exercise enthusiasts, who can relax here, while improving their physical fitness.

Olomouc attracts amateur runners. Marathon tourism has become a popular active holiday trend as well. The combination of races with exploring new places also brings sports enthusiasts to Czech cities. This year, visitors can participate in several races in the cross-country series RunCzech, which in cooperation with CzechTourism promotes marathon tourism in the country.

Cycling is one of the popular ways to spend time during an active holiday. Two major routes go through Olomouc – Moravian Route (Moravská stezka) and Amber Route (Jantarová stezka). The Amber Route follows the oldest and most important trade route with many cultural and natural treasures. In addition, in-line paths in Olomouc parks as

well as the in-line circuit on the outskirts of the city are also available for sports enthusiasts.

Active holiday fans will surely also enjoy the Morava river, where they can take a ride on a raft. Experienced instructors offer raft rides right along several sightseeing routes.

Olomouc also has a lot to offer fans of extreme sports. They can have a go at tandem skydiving, ride on a go-kart track or check out the climbing center.

For more tips for active holiday in Olomouc see:
www.czechtourism.com

For more information
Michaela Klofcová
Head of the Division of Media Relations
ČCCR – CzechTourism klofcova@czechtourism.cz



ČCCR – CzechTourism is an allowance organization of the Ministry for Regional development of the Czech Republic. Its main activity is the promotion of the Czech Republic as an attractive tourist destination both at home and abroad.
www.czechtourism.com

MATTONI



PASSION FOR LIFE, PASSION FOR RUNNING, PASSION WITH MATTONI!

I love running! I believe I can overcome my limits!

I want to feel the atmosphere!

I want to prove I can make it!

I want to enjoy a great day with my friends and family!

No matter what your motivation is, mineral water Mattoni, the official water of the Mattoni Olomouc Half Marathon will always support you.

This year already for the fifth time, enthusiastic Czech and international, competitive and amateur runners will fill the historic center of Olomouc starting on Saturday at 7 p.m. is, maybe surprisingly, the second biggest and most favorite race in Czech Republic, immediately after the Prague Half Marathon.

Mattoni Olomouc Half Marathon has become the biggest running event in Moravia with its 7 300 registered runners in this year edition. The starting pole this year will host several famous elite runners – including the world champions Wilson Kipsang and Edna Kiplagat. Kipsang is the world marathon champion and also the winner of the London Marathon 2014 and Edna Kiplagat is a multiple marathon world champion. For the first time we will be able to welcome them in Czech Republic, exactly in Olomouc.

We run more and more

Running is becoming ever more popular, which is demonstrated not only by the high number of runners at the RunCzech League races, but also by amateurs runners in the streets, parks and everywhere around us. Also in Olomouc runners and

their fans can rely on the perfect organization and professional facilities provided by RunCzech, to which belongs also high quality water drinking as a pillar for a successful performance. Water makes up for 70 % of our body, adequate water drinking is therefore crucial not only for sport activities but for a healthy life in general.

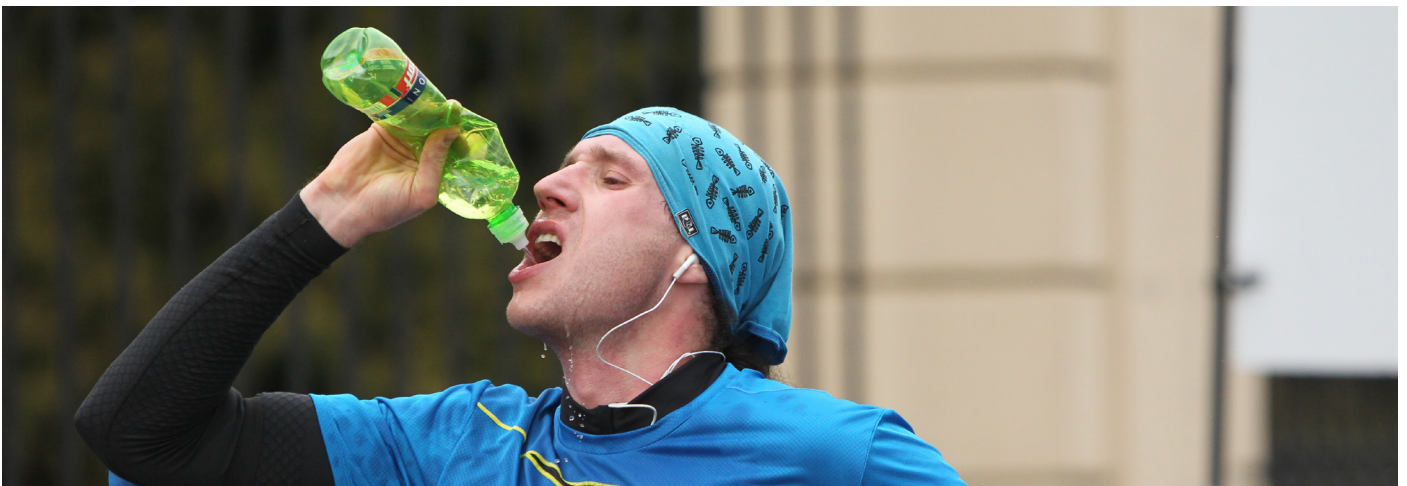
Mattoni take cares that all runners at the start line, on the race course and at the finish line are adequately hydrated and receive the balanced amount of necessary minerals. For running and sport in general the ideal choices are still mineral water Mattoni Sport and Mattoni Active with orange or lemon flavor. Mattoni Active, with an improved recipe, contains well-balanced minerals and vitamin B5, which help reduce fatigue and tiredness.

We are proud to be long-term partners of the RunCzech Running League, and to support the passion for sports and a healthy life style. Mattoni mineral water is an integral part of the Czech marathon and half marathons and we are proud to support the passion for running also in Olomouc.

Try a non-traditional race!

This year Mattoni has prepared something new for runners and viewers, a barmen race. Participants will have a chance to try to be barmen in a simple race and have the chance to win a refreshing non-alcoholic cocktail. The cocktail, low in calories yet with a delicious taste, thanks to the mineral water Mattoni helps also to replenish necessary minerals.

Mattoni, the official water of your passion.





SPEED IS NOT THE MAIN GOAL

2,300 runners from the general public will start within the dm family run in Olomouc

Within the ongoing of the running series Runczech, on Saturday 21. June 2014 will start the next of the series dm family runs in this year. The starting shot will be heard under the plaque column in the center of Olomouc exactly two hours before the start of the main race. By the time about 2,300 runners from the general public, children, parents, grandparents and friends will set off on the non-competitive accompanying dm family run and they all can live the marathon atmosphere and take step to a healthy lifestyle at once.

“dm family run is not only an ideal possibility to get involved into running with the whole family, but also a unique experience for children and their parents. Thanks dm family runs the parents have a great opportunity to lead their children to exercise and allow them to experience the joy of sport,” explains the Managing Director of dm drogerie markt Mr. Gerhard Fischer the reasons, why the company dm decided to become a partner of dm family runs and adds: “Running is one of the most available option. It is natural and there is no need of any special equipment.”

dm drogerie markt prepared for all participants of dm family run in Olomouc a special warming-up for children and parents. Half an hour before the start of the dm family run they will

be able to stretch and prepare themselves for the three-kilometre-run. In the place of start and finish, for the whole Saturday from 11 a.m. until the evening, all the spectators and runners will have a possibility to purchase healthy food and nutritional supplements of dm brands. Kids can enjoy games and competitions. Last but not least visitors can use the services of the professional photographer. Boredom will have no chance on this day.

About dm drogerie markt

dm drogerie markt s.r.o. in the Czech Republic started in 1992 as a 100 % subsidiary of dm drogerie markt GmbH Austria. In 1993 it opened its first store in České Budějovice. The company has its seat in České Budějovice. Its 219 stores are supplied from its logistics center in Jihlava. The Managing Directors of the company dm drogerie markt s.r.o. in the Czech republic are Gerhard Fischer and Ing. Pavel Kadečka. There are 2,270 employees. In the business year 2012/2013 it showed the trading turnover 6.513 billion CZK and consolidated so its position as the market leader under the drugstores. dm drogerie markt provides inter alia dm brands such as Balea, alverde, babylove, Das gesunde Plus, Sundance etc.

Press releases and photos can be found on the web site: www.dm-drogeriemarkt.cz/presscentrum.





HALF MARATHON BROADCAST LIVE ONLINE

The internet portal seznam.cz is preparing a unique premiere for Olomouc - the first live broadcasting of a sports event with capacity to reach up to hundred thousand spectators!

This much-deserved honour for the city will take place on the penultimate Saturday of June at the Mattoni Olomouc Half Marathon. The race studio will open at 6 pm, with the race kicking off at 7 pm and live broadcasting continuing until 9 pm. "A total of 12 cameras will be covering the event. E. g. one in helicopter, two on motorbikes and three recording cameras. We will have also a mini studio on the square," reveals Jan Cvachovec from 4elements, the company producing the broadcast in cooperation with an experienced director Karel Jonák.

"A box will be placed on the Seznam.cz homepage featuring a link to Sport.cz. The link will then provide you with two kinds of live broadcasts. One purely sport based and the second which links up to our 'Kazma to nedá' reality show. It sees our general director place a bet with the popular presenter Kazma regarding the future of his programme, the "One Man show". If he fails to complete the course, his show will axed," reveals Petra Kuráková from Product Communication at Seznam.cz.

The arrangement will allow for one hundred thousand people to watch the broadcast at any moment both in the Czech Republic and abroad. Meaning all the relatives and friends of the 7,300 Mattoni Olomouc Half Marathon participants, unable to offer their support along the course, will have a chance to check out the action. If you don't manage to catch it live, you can always find it later on the Stream.cz.

"It marks a turning point for us, internet broadcasting will offer thousands of other people the chance to experience our events which might just spur them on to run too," says Slavomír Michalik from the RunCzech Organising Team.

"We've been supporting Czech running for four years now. Live broadcasting from the Mattoni Olomouc Half Marathon marks a new step in the collaboration between Seznam.cz and RunCzech. We're delighted that this will allow us to bring spectators even closer to one of the most popular sports here in the Czech Republic," adds Seznam.cz's Petra Kuráková.

The decision places the Mattoni Olomouc Half Marathon alongside other exceptional broadcasts brought by the company – including a Lucie concert and Jára Cimrman Theatre production.





ADIDAS RUNNING INTRODUCES HOT BUYS IN THE SS14 COLLECTION

As they hit the roads, tracks and trails in record numbers, today's runners are seeking more from their runs and more from their running equipment. Adidas carefully monitors the arising requirements of runners and develops and tailors its products to meet the needs even of the most demanding athletes. Of such innovations, the spring/summer 2014 collection presents the following hot news:

adidas Energy Boost 2

Although the first Energy Boost shoes were unleashed already at the beginning of 2013, this ground-breaking shoe still remains one of the top adidas Running products. Thousands of eye-catching energy capsules in the BOOST™ foam cushioning that returns more energy than any other foam cushioning in the running industry have changed running forever. The unique foam cushioning remains soft and springy to effectively absorb impact and return energy.

The Energy Boost shoe pioneered the energy running field and became popular also for its comfortable feel. The seamless upper provides a sock-like fit and adapts fully to the movement of the foot. This season Energy Boost is available in a wide range of colours from which everyone will be able to pick theirs. Buy this revolutionary shoe for 3 799Kč.



Supernova Glide Boost

One of the most popular adidas running shoes has been for this season equipped with BOOST™ cushioning. The Supernova Glide is regarded as the runners' shoe and the new edition aims to take this iconic shoe and the runners who wear it to the next level.

Popular for its strategic compilation of the most innovative technology, the shoe combines full-length stability Torsion System that allows the runners' heel and forefoot to move

naturally while the mid-foot remains flexible and stable, a high performance Continental™ rubber outsole providing better traction and an engineered mesh upper which ensures movement feels natural. Recommended price is 3 399Kč.



Springblade

Shorter distances runners who primarily need to achieve high speed will appreciate the brand new Springblade. The revolutionary technology delivers an extra portion of explosive energy with each step and helps the runner take the lead. Each sole flashes 16 lightweight polymer blades, ergonomically tuned and angled to absorb shock and propel the wearer forward.

Fully welded air mesh upper with no seam stretches to hug any foot, allows for natural movement and provides support where needed. Thanks to this unique design is the running experience of Springblade likened to floating on air. The shoe does not just stagger by its appearance, the time results also say a big yes for its case. Available in versions for men and women, the recommended price is 4 299Kč.





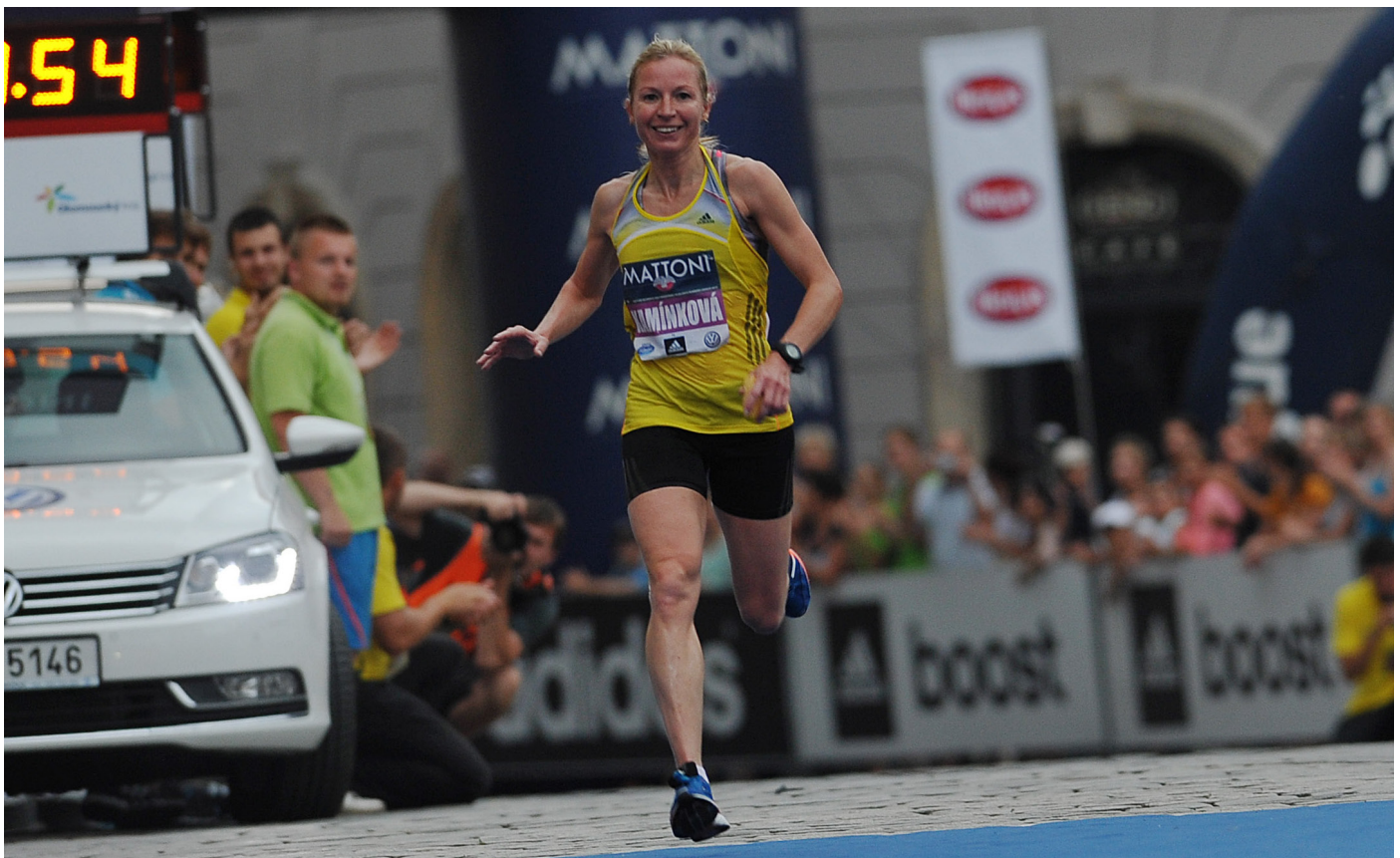
miCoach Smart Run

A great aid in the act of running monitoring brings the miCoach Smart Run watch. For the first time runners will be able to track their runs using GPS mapping, monitor their heart rate off their wrist, listen to their favourite music and get real-time coaching – all in a single yet simple, colour touch screen running watch. Simple and intuitive navigation means an undisturbed run and invites the athlete to make the most of each run.

The key features include continuous heart rate measurement from the wrist, GPS for pace, distance and route logging, real-time coaching with training plans made by elite coaches, strength and flexibility coaching videos, customizable training data screens, and 4GB data memory for music and workouts. The battery lasts up to 4 hours in Coaching mode with music and up to 8 hours in Marathon mode without music. Buy this watch from 10 499Kč.

Shop the running collection in adidas Stores, in the specialized adidas running – Prague Marathon Store (Running Mall, Františka Křížka 11, Praha 7 – Holešovice), also in, selected brand shops adidas, selected multi-brand shops, in selected running specialist stores and also online at www.adidas.cz/shop.

For more information on adidas Running products please visit www.adidas.cz/running.





NEW HALF MARATHONS COMING UP IN JUNE: SPORTISIMO – PARTNER OF THE RUNCZECH RUNNING LEAGUE

SPORTISIMO, the largest sport retail chain in the Czech Republic became a proud partner of the local largest running event – RunCzech – this year. The first spring race opening the running season in April 2014 was Sportisimo Prague Half Marathon. Another large running event is taking place in June in Olomouc.

RunCzech Running League connects prestigious races in Prague and in selected regions of the Czech Republic. These series running across the country allow sportsmen to combine both passion for running and for travelling. 61,306 racers from all over the world took part in RunCzech Running League the last year.

In June, the first races was organised in České Budějovice (7th June 2014), the second is in Olomouc. Mattoni Olomouc Half Marathon takes place on 21st June 2014 and thanks to its diverting track through the city centre as well as park belongs to the most popular half marathons in the country. It has been awarded „the Race of the Spring“ by Behej.com Server four times; in addition it received the Silver quality grade by the International Association of Athletics Federations (IAAF Asociation). Every year 5,000 runners participate in this race.

„RunCzech was our first choice“, explains Martina Kudláčková, Marketing and Purchase Director of SPORTISIMO. „We are genuinely proud partner of RunCzech and the whole series of races. The motto of our company is “ Life in Motion“ and with this in mind we would like to “make people run“ and support the healthier life style. We are following two ways to reach this goal. One is to educate people, our potential customers and beginner runners, to buy the right utilities and to advise them on how to start with running safely. Second way is to offer high quality products not only for the beginner runners but also for those for whom running became a part of their living style.“ she adds.

SPORTISIMO offers exclusive services for beginners as well as experienced runners. Running section is a part of company’s e-shop, helping beginners to select the right shoes and suitable clothes. Specialised advisory service is also in preparation. In the shops customers can find multimedia stands that lead them through the complete assortment of SPORTISIMO retail chain.

SPORTISIMO offers several running brands - Adidas, Nike, Mizuno, Salomon, New balance, Puma and Lotto. Our ambition is not to address the top racers and proffesionals. Instead we strive to motivate and support people in their running beginnings, offer high quality service for beginners and intermediate runners, as

well as to introduce novelties (ie. compress socks and underwear, or taping in cooperation with Fyzioclinics)

SPORTISIMO is the country’s largest chain of sports goods equipments. It confirmed to be the number one in this category by winning the “Retailer of the Year” Award in 2010, 2011, 2012 and 2013. Currently, SPORTISIMO runs 77 stores in Czech Republic and expands its activities also to Slovakia, where customers can find another 20 stores and use e-shop www.sportisimo.sk. Next to its shops, SPORTISIMO ČR operates the largest internet shop with sports goods in the Czech Republic, www.sportisimo.cz. It offers more than 5 million items of worldwide brands in stock. Its customer enjoy the possibility to exchange the purchased items at any shop in the country.

SPORTISIMO is unique not only with the variety of goods for almost all kinds of sports (running, football, tenis, in-line, cycling, fitness, hiking, winter sports) but also with the range of offered brands. SPORTISIMO KLUB is company’s loyalty program, giving the customers opportunity to utilise exclusive season offers and bonuses.





UNIQUE APP TO ENCOURAGE RUNNERS

The attendees of the Olomouc Half Marathon will experience a unique way of support by the audience. Spectators who are interested may upload a supportive video message for their runner. This will then be projected on the big screen exactly as the runner to whom it is addressed passes by.

This modern opportunity to support one's family members or friends is brought by Birell, the main partner of the marathon, in cooperation with Volkswagen. While this cheering app will refresh the runners' minds during the half marathon, their bodies will find reinvigoration at the finish line. Every runner will receive a can of the refreshing ginger-flavored non-alcoholic beverage Birell Ginger.

This fan app was first introduced at the Volkswagen Prague Marathon. The Olomouc Half Marathon is the second occasion during which the attendees will be able to experience it. "The app had great reviews, which is why we decided to bring it into Olomouc as well. People will be able to cheer for their relatives and friends during the last roughly three kilometers of the race.

For most of them it will be a big surprise to see their friend or partner appear on the big screen," says Birell's marketing manager Luděk Baumruk. Each runner will have a chip attached on their body, which will ensure that the message be displayed at the correct moment.

The messages for the individual runners may be uploaded at the Moravia Sport Expo on Friday and Saturday. More information may be found at www.fandimemaratoncum.cz.

Contact:

Kateřina Krásová
Plzeňský Prazdroj
724 617 219

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Twitter <https://twitter.com/Prazdroj1>

LinkedIn

<https://www.linkedin.com/company/plzensky-prazdroj>

Youtube <http://www.youtube.com/user/PlzenskyPrazdroj1>

Objevte novou chuť zázvoru

Jen 23 kcal / 100 ml

**HRDÝ PARTNER
RUNCZECH**



CZECH AEROHOLDING GROUP

TERMINAL 1 IS CHANGING ITS FACE - IT'S BETTER APPOINTED AND OFFERS MORE SPACE

Václav Havel Airport Prague opened a renovated space that will increase the comfort of travelling in Terminal 1. Passengers now have a new information desk, a customs office for VAT refund before departure and modern seats with outlets for charging electronic equipment.

The beginning of this year brings passengers another change of Terminal 1.

This modification is a part of the transformation of Terminal 1 and continues last year's development of a common point of sale for airlines belonging to Skyteam alliance, transfer counters for transit passengers, new information kiosks and signage change.

There is a newly created space between the publicly accessible departure and arrival hall of terminal 1 that opened and aerated the space thanks to new architectural trends. This transformation

additionally contributed to increase the comfort of passengers who check in at the first row of the check-in counters in Terminal 1.

Passengers have now the possibility to use a new customs office counter for VAT refund receipts (the so called TAX REFUND) that was built under current trends. It is equipped with sufficiently wide counters allowing a better personal contact with passengers and greater comfort at the baggage check counter. There are also magnetic dividing strips to control the flow of passengers. Another new feature is an information booth in a modern design complemented by two large-format LCD TVs on the rear wall and seats for leisure. The whole area is equipped with special seats fitted with outlets for charging electronic equipment. A pleasant impression is complemented by floor with colorful motifs, LED spotlights and designed ceiling lighting.



TURKISH AIRLINES

INCREASING NUMBERS OF INTERNATIONAL PASSENGERS ARE TAKING THE ADVANTAGE OF TURKISH AIRLINES' FREE CITY TOURS WHILE IN TRANSIT, PROVIDED BY TOURISTANBUL.

Turkish Airlines international passengers have a unique opportunity to use their transit time visiting Istanbul instead of simply waiting at the airport. The tours, with English speaking guides, are designed especially for this purpose by TourIstanbul, and provide three timing options every day for seeing the city while in transit.

By offering this opportunity to travelers with extended connecting times, Turkish Airlines once again distinguishes itself from other airlines by transforming a long wait into a delightful discovery of Istanbul, one of the world's premier destinations.

By providing this service, TourIstanbul also contributes to the global promotion of Istanbul with the support of a number of government and touristic departments. The tours are offered three times daily and are designed to give transit passengers a quick, but interesting overview of Turkish Airlines' home base. Depending on each passenger's schedule, tours are offered with the following timings 09:00-15:00, 09:00-18:00 and 12:00-18:00.

Begun in 2009, the program continues to attract more participants each year, with approximately 16,000 taking advantage of the offer in 2013. The growing popularity of the tours is a confirmation that Turkish Airlines brings added value for its customers at no additional cost.

How to participate;

- Passengers wishing to join need to present themselves at the hotel desk in the arrivals hall of Ataturk International Airport at least 30 minutes prior to the departure of the tour. No advance reservation or booking is required and the tours are free to all eligible passengers.
- To participate, passengers must have adequate transfer time to complete the tour. Passengers may not join for only a portion of any of the offerings.
- More information on the specifics of each tour can be found at the following website; www.istanbulinhours.com.
- Passengers may also consult the competent personnel via the following e-mail address; touristanbul@thy.com if there are additional questions.

Turkish Airlines, Inc.
Media Relations





FRESHNESS IN MOTION FROM PERWOLL

Whether you're active outdoors, enjoying the fresh air or working out hard at the gym, have you ever wished you could find the perfect washing detergent? Something that not only cleans your outdoor & sportswear, but provides a feeling of freshness and a sense of well-being too? Now help is at hand for nature lovers, sports enthusiasts and anyone who enjoys an active lifestyle. The liquid laundry detergent from Perwoll provides freshness in motion, thanks to its formula with "Refresh Effect", which makes sure you feel comfortable even during the toughest of sports & outdoor activities.

Perwoll Sport & Active offers the perfect solution for sports and outdoor clothes, particularly for people who are always on the move. The patented Malodour Technology gets activated with every move you make, as soon as sweat hits the textiles – effectively refreshing and neutralizing unpleasant smells to

provide your clothes with a fresh and long-lasting fragrance – just as if they were freshly washed.

Whatever the challenge, Perwoll Sport & Active will keep you "smelling" fresh in motion – so you can enjoy each moment with pure freshness and keep up that fresh feeling when you're at your most active.

But that's not all: with its special formula, Perwoll Sport & Active takes care of the fibres and protects membrane functions like breathability, moisture management, weather resistance or quick drying. So you can be confident that your clothes are being well cared for.

Perwoll Sport & Active offers the perfect solution – providing freshness in motion with every step you take, however far you might be going!



bisos

A TASTE OF SARDINIA, A DREAM COME TRUE

A new brand of Sardinian specialties has entered the Czech market. The label bisos guarantees the highest quality of ingredients, preparation and presentation. Bisos products are inspiring for their natural beauty and attractive packaging. The founder of the new label is Antonello Pranteddu, owner of the well known restaurant Ichnusa in Prague, who personally selects sardinian producers as partners of the bisos label.

You can find the bisos delicacies at the Ichnusa restaurant in

Smichov (Plaská ,5 Prague 5) or in the new trendy tapas bar bisos in Žižkov (U Rajske zahrady 639/16, Prague 3) which carries the logo of the new line of products. Excellent sparkling wine, selected chocolate, cakes as well as olive oil, olives, prosciutto, cheese and salami bear the black and white label bisos as a sign of their sardinian origin.

The bisos line this year offers the 20 years Prague Marathon anniversary wines, the white Miradas 2011 DOCG and red Nativo I.g.t.





THE COOPERATION OF JOHNNY SERVIS WITH THE ORGANIZERS OF RUNCZECH HAS BEEN GOING ON FOR 17 YEARS ALREADY

“The fame of the RunCzech grows year by year. New competitions are added and the number of contestants grows. We feel honored to be participating in the organization of these prestigious international running events, however, we also feel the responsibility and obligation to meet the needs of the organizers fully, and prove ourselves worthy their confidence,” says Matthew Duras.

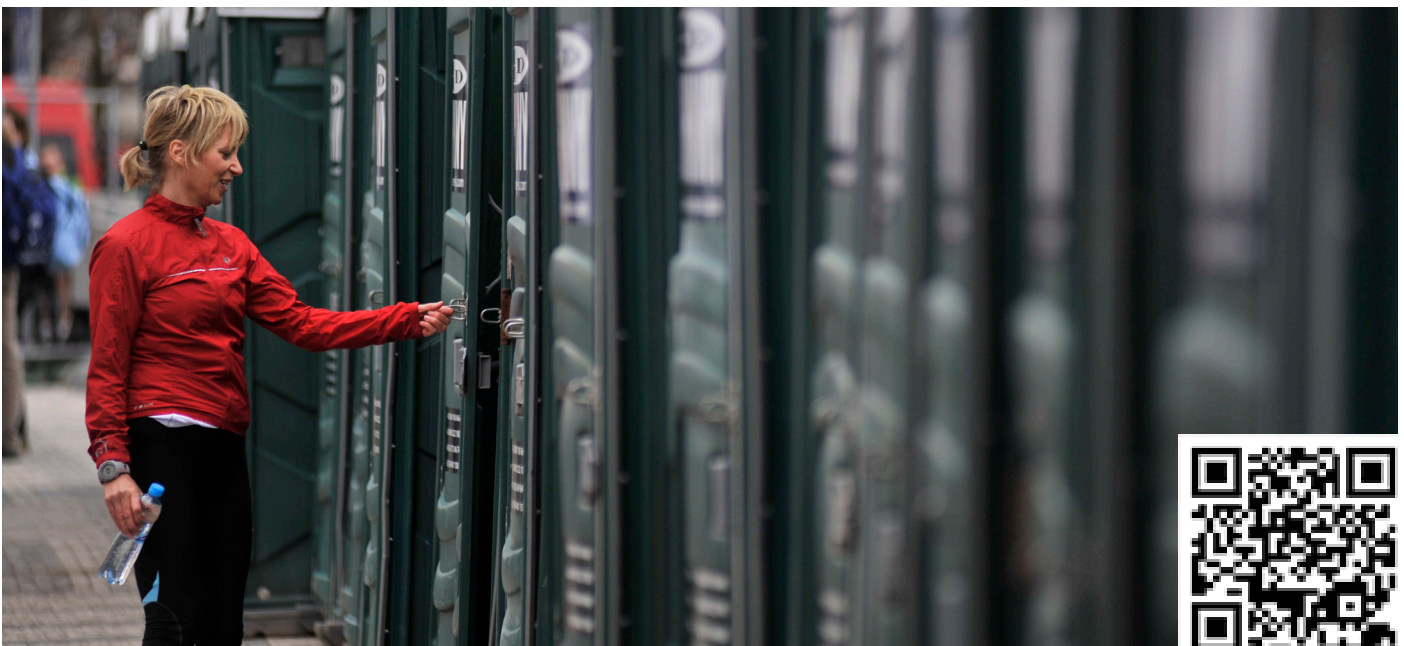
Therefore, JOHNNY SERVIS endeavors to offer new products every year and improve its services, be it purchasing new service and transport vehicles capable of coping with heavy terrain, or the launch of their pink toilets JENNY, designed exclusively for women. Last year, they appeared along the route for the first time, this year there will be yet more ones. Female contestants shall certainly appreciate their spacious and modern interior featuring a large sink, a liquid soap dispenser, a toilet seat disinfectant dispenser, paper towels, a mirror, or a lock for privacy protection.

“From last year we’ve been providing our two-floor glassed mobile office with a staircase, which will accommodate the timers,” reminds Matthew Duras.

Apart from its support of charity projects and sporting events, JOHNNY SERVIS cooperates with The League Against Cancer,

whose preventive programs it supports by donating a part of its profit from renting JENNY mobile toilets for women. “We also financially support the Avon March, whose profit is used to fund the fight against breast cancer,” adds Matthew Duras. JOHNNY SERVIS rents and sells mobile toilets, showers and sinks, mobile fences, sanitary trailers, mobile offices and office and storage containers. It also offers complex party service, as well as mobile flood levees Tiger Dam, which serve as a faster and less strenuous alternative to sand bags. These water-filled tubes may be built into various heights and thus provide a quick and effective flood protection.

The fact that JOHNNY SERVIS is the No. 1 in the Central Eastern European sanitary technology market reflects also in continuous complementing the product range with new products. Our luxurious sanitary trailer FIVE STAR featuring ceramic toilets and sinks, contactless controls, air conditioning and audiovisual system gains ever-growing customer popularity. For its work in the field of mobile product renting, the company has been assessed as the second most successful company in the category of small European rentals under EUR 15 million of turnover, having thus made a good use of its experience in mobile product renting lasting for more than 40 years in Canada and 18 years in Europe.







COME AND RUN THE CZECH REPUBLIC 2015!

Sportisimo Prague Half Marathon	28 March
Volkswagen Prague Marathon	3 May
Mattoni Karlovy Vary Half Marathon	23 May
Mattoni České Budějovice Half Marathon	6 June
Mattoni Olomouc Half Marathon	20 June
Birell Prague Grand Prix	5 September
Mattoni Ústí nad Labem Half Marathon	13 September



Main partners



Official partners



Patrons

