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RUNCZECH

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RunCzech Running League

SPORTISIMO 5 APRIL 2014 **PRESS GUIDE** ENG

# PRAGUE HALF MARATHON



THE RACE IS A PART OF THE RUNCZECH RUNNING LEAGUE



## MEDIA INFORMATION

Dear sports friends,

Welcome to the 16th edition of Sportisimo Prague Half Marathon.

The Press Guide, which you are holding in your hands, contains basic information for journalists relating to the Sportisimo Prague 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.

## THE PRESS TEAM

The Press Team is based at the hotel Hilton Prague from Thursday to Friday, on the race day at Rudolfinum, Jan Palach Square, nearby the start/finish of the event.

Zdenka Pecková	PR & Media	777 537 981	peckova@pim.cz
Diana Rybachenko	International Promotion Manager	777 746 801	rybachenko@pim.cz
Ieva Razbadauskyte	International Hospitality	777 786 691	ieva@pim.cz
Slavomír Michalik	Marketing & Communication	702 208 050	michalik@pim.cz
Karolína Holušová	PR & Communication	739 294 390	holusova@pim.cz
Tomáš Nohejl	Media Support	773 407 114	nohejl@pim.cz
Jim Moberly	Foreign Media Support	737 186 997	moberly@pim.cz
Martin Martinec	Social 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 Rudolfinum building. It is opened from 8 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.

### Thursday - Friday:

Hotel Hilton Prague  
Pobřežní 311/1  
Prague 8 – Karlín

### Saturday – race day:

Rudolfinum  
Jan Palach Square, entrance from Alšovo nábřeží  
Prague 1

### Opening hours:

Thursday, April 3  
Friday, April 4  
Saturday 5th April

11:00 a.m. – 8:30 p.m.  
9:00 a.m. – 8:30 p.m.  
8:00 a.m. – 3:00 p.m.

Hotel Hilton Prague, Libeň room  
Hotel Hilton Prague, Libeň room  
Rudolfinum, Sloupový sál

## 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 experiences
- 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

### Web sites:

[www.runczech.com](http://www.runczech.com)

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

### Facebook:

Prague International Marathon -

[facebook.com/PragueInternationalMarathon](https://facebook.com/PragueInternationalMarathon)

RunCzech - [facebook.com/runczech](https://facebook.com/runczech)

Running Mall - [facebook.com/runningmall](https://facebook.com/runningmall)

### Twitter:

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

Find RunCzech also at YouTube, Flickr, Google +.



## PRESS CONFERENCES

### Thursday, April 3

Pre-race Press Conference 1 p.m. Cloud 9 sky bar & lounge, Hilton Prague, Prague 8

### Friday, April 4

Press Call with Elite Athletes 2 p.m. Running Mall, Františka Křížka 11, Prague 7

### Saturday, April 5

After-race Press Conference 1:50 p.m. Rudolfinum, Jan Palach Square, Praha 1

## MEDIA PROGRAMME

### Wednesday, April 2

Half Marathon Expo 2 p.m. – 8 p.m. National Gallery, Veletržní Palace

### Thursday, April 3

Half Marathon Expo 10 a.m. – 8 p.m. National Gallery, Veletržní Palace  
 Press Centre 11 a.m. – 8:30 p.m. Hotel Hilton Prague, Libeň room  
 Pre-race Press Conference 1 p.m. Cloud 9 skybar & lounge, Hilton Prague

### Friday, April 4

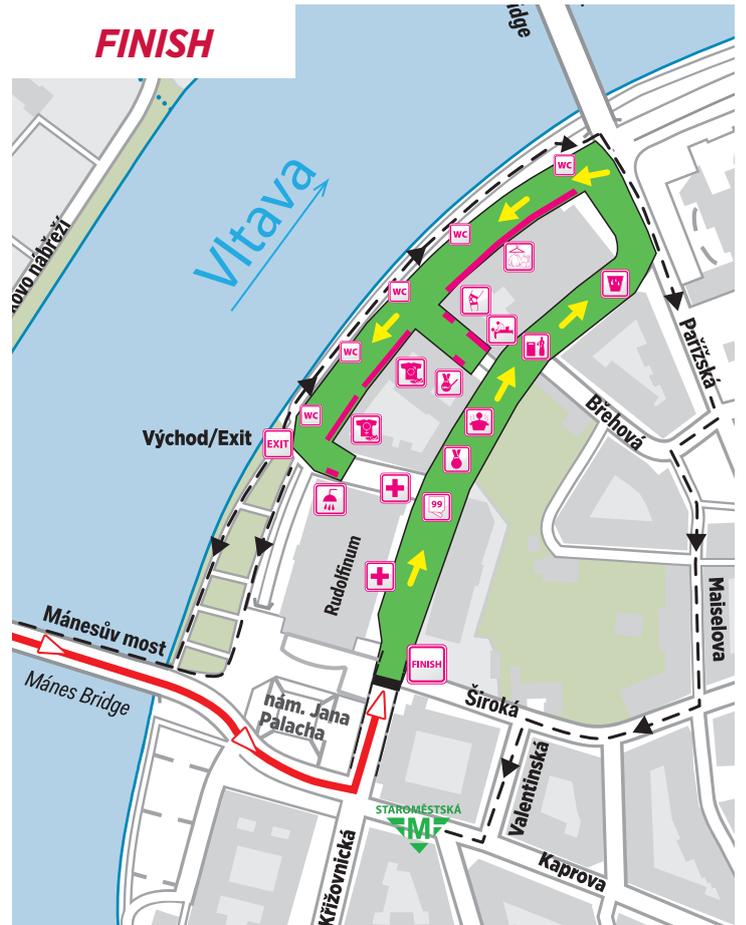
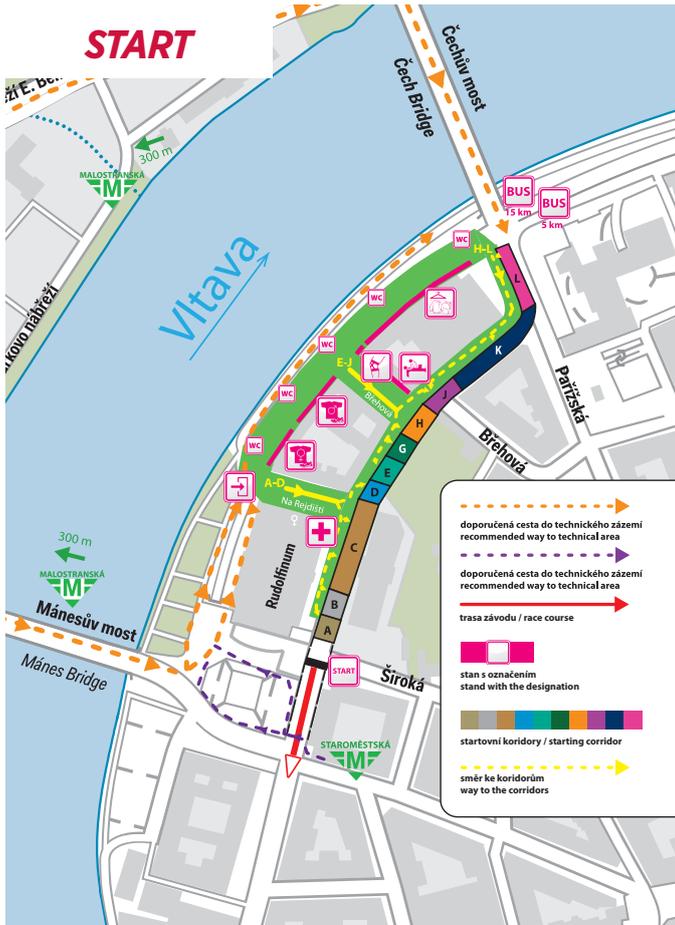
Half Marathon Expo 10 a.m. – 8 p.m. National Gallery, Veletržní Palace  
 Press Centre 9 a.m. – 8:30 p.m. Hilton Prague, Libeň room  
 Press Call with Elite Athletes 2 p.m. Running Mall  
 Pre-race Run with Petr Vabroušek 3 p.m. Running Mall

### Saturday, April 5

Half Marathon Expo 8 a.m. – 10:30 a.m. National Gallery, Veletržní Palace  
 Press Centre 8 a.m. – 3 p.m. Rudolfinum, Jan Palach Square  
 Start of the programme 10:30 a.m. Jan Palach Square  
 Hospitality Area opening 11 a.m. Jan Palach Square  
 ČT Sport live broadcasting start 11:50 ČT Sport  
 Start of the Sportisimo Prague Half Marathon 12 p.m. Jan Palach Square  
 Anticipated arrival of the first man 12:58 p.m. – 1 p.m. Jan Palach Square  
 Anticipated arrival of the first woman 1:06 p.m. – 1:09 p.m. Jan Palach Square  
 Award ceremony 1:15 p.m. – 1:40 p.m. Jan Palach Square  
 After-race Press Conference 1:50 p.m. Rudolfinum, Jan Palach Square  
 Official end of race 3 p.m. Jan Palach Square

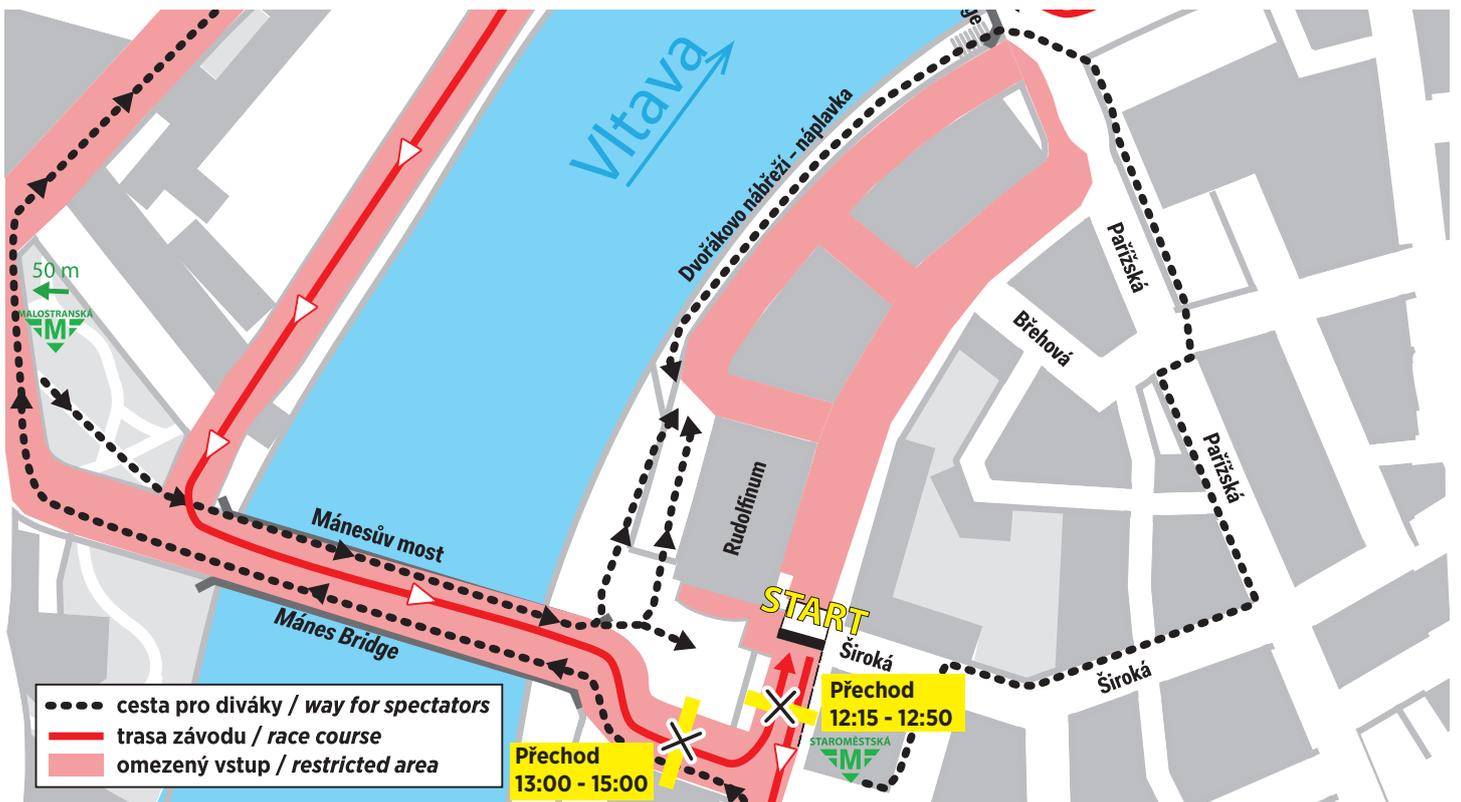
### Monday, April 7

Cooking with elite athletes 4 p.m. Running Mall



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 12:50 p.m. to 1:20 p.m.

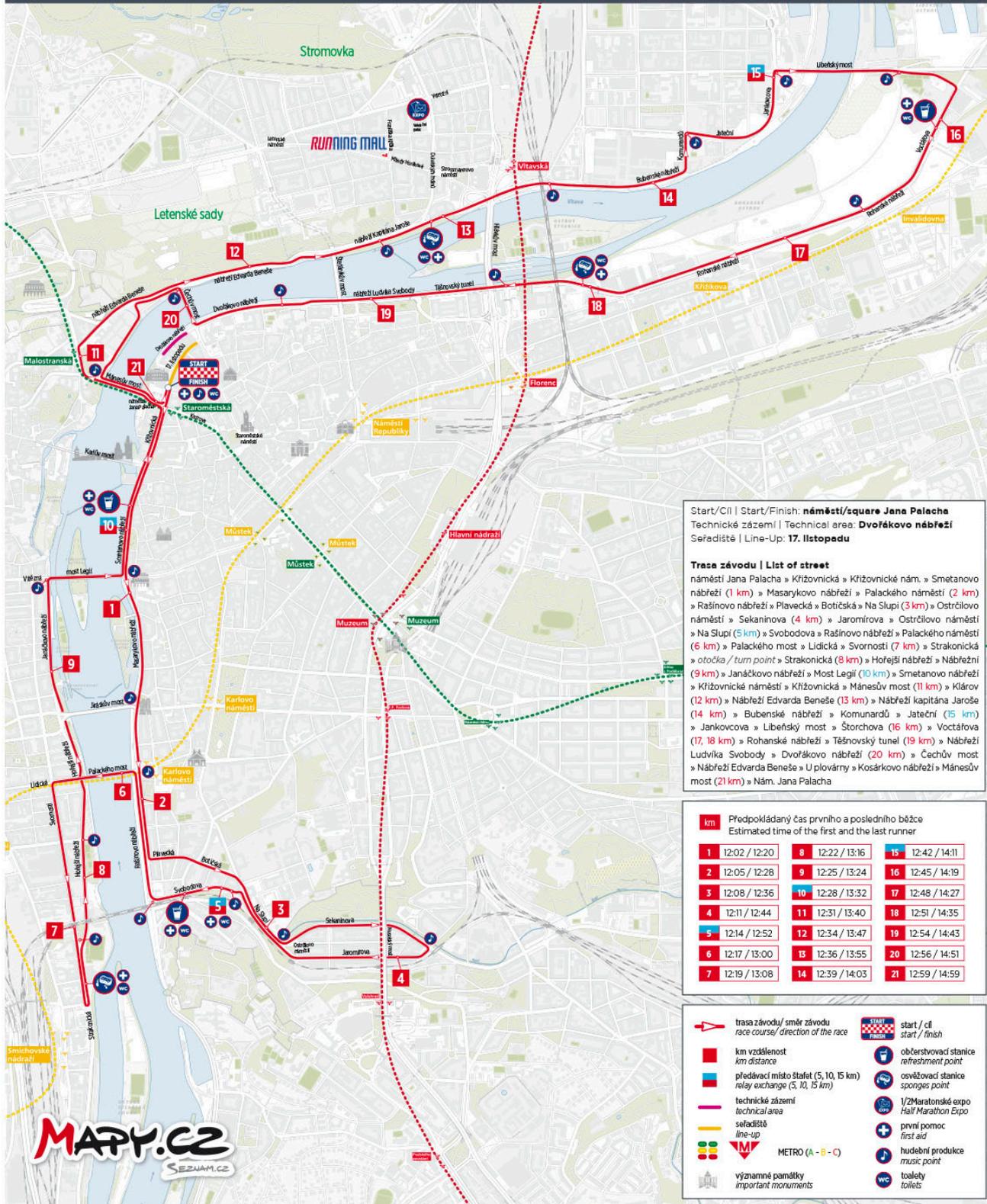




# Sportisimo 1/2 Maraton Praha Sportisimo Prague Half Marathon



5. dubna 2014 | 5 April 2014 Start | 12:00 | náměstí/Square Jana Palacha, Rudolfinum

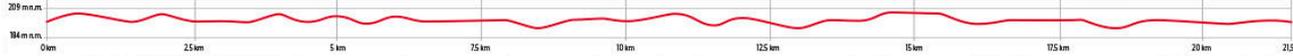


Start/Cíl | Start/Finish: **náměstí/square Jana Palacha**  
Technické zázemí | Technical area: **Dvořákovo nábreží**  
Seřaditě | Line-Up: **17. listopadu**

**Trasa závodu | List of street**  
náměstí Jana Palacha » Křižovnická » Křižovnické nám. » Smetanovo nábreží (1 km) » Masarykovo nábreží » Palackého náměstí (2 km) » Rašínovo nábreží » Plavecká » Botičská » Na Slupi (3 km) » Ostrčilovo náměstí » Sekaninova (4 km) » Jaromírova » Ostrčilovo náměstí » Na Slupi (5 km) » Svobodova » Rašínovo nábreží » Palackého náměstí (6 km) » Palackého most » Lidická » Svornosti (7 km) » Strakonická » otočka / turn point » Strakonická (8 km) » Hořejší nábreží » Nábrežní (9 km) » Janáčkovo nábreží » Most Legií (10 km) » Smetanovo nábreží » Křižovnické náměstí » Křižovnická » Mánesův most (11 km) » Klárov (12 km) » Nábreží Edvarda Beneše (13 km) » Nábreží kapitána Jaroše (14 km) » Bubenské nábreží » Komunardův » Jateční (15 km) » Jankovcova » Libeňský most » Storchova (16 km) » Vochtářova (17, 18 km) » Rohanské nábreží » Těšnovský tunel (19 km) » Nábreží Ludvíka Svobody » Dvořákovo nábreží (20 km) » Čechův most » Nábreží Edvarda Beneše » U plovrny » Kosárkovo nábreží » Mánesův most (21 km) » Nám. Jana Palacha

km	Předpokládaný čas prvního a posledního běžce Estimated time of the first and the last runner
1	12:02 / 12:20
2	12:05 / 12:28
3	12:08 / 12:36
4	12:11 / 12:44
5	12:14 / 12:52
6	12:17 / 13:00
7	12:19 / 13:08
8	12:22 / 13:16
9	12:25 / 13:24
10	12:28 / 13:32
11	12:31 / 13:40
12	12:34 / 13:47
13	12:36 / 13:55
14	12:39 / 14:03
15	12:42 / 14:11
16	12:45 / 14:19
17	12:48 / 14:27
18	12:51 / 14:35
19	12:54 / 14:43
20	12:56 / 14:51
21	12:59 / 14:59

- trasa závodu/ směr závodu  
race course/ direction of the race
- km vzdálenost  
km distance
- předávací místo štafety (5, 10, 15 km)  
relay exchange (5, 10, 15 km)
- technické zázemí  
technical area
- seřaditě  
line-up
- významné památky  
important monuments
- občerstvovací stanice  
refreshment point
- osvěžovací stanice  
sponges point
- 1/2 Maratonské expo  
Half Marathon Expo
- první pomoc  
first aid
- hudební produkce  
music point
- toalety  
toilets



# SPORTISIMO PRAGUE HALF MARATHON

5 April 2014

## PARTNERS





## SPECIAL SERVICE FOR RUNNERS SPORTISIMO IS A MAIN PARTNER OF THE PRAGUE HALF MARATHON

SPORTISIMO, the largest chain of the sports retailers stores in the Czech Republic got involved into the top running event in the Czech Republic.

The running season starts on Saturday, April 5 by the first race - Sportisimo Prague Half Marathon. “

Being part of such large sports event is a new challenge for us. We would like to be closer to our customers” said the Marketing and Sales Director of SPORTISIMO, Martina Kudláčková.

The route of this unique race takes you into various corners of the city, passing by the souvenir shops in the centre, along the Vltava river with the start and finish in the historical city centre, nearby the Jewish Quarter.

“We have been considering the partnership of our company with a prominent sports event and RunCzech was our first choice”, explains Martina Kudláčková.

“ However, we must have waited for few years, now we are really proud partner of the Sportisimo Prague Half Marathon

and the RunCzech Running League. The motto of our company

is “ Life in Motion” and our goal is to “make people run” and support the healthier life style. To achieve this goal we would like to help people, our potential customers and beginner runners especially buying the right utilities, advise them how to start with running and, last but not least offer the high quality products not only for the beginner runners but also for those who run on a regular basis.” she adds.

SPORTISIMO MARQUEES will be part of all RunCzech races. Furthermore, we prepare special offers and running clinic in all our stores in the surrounding of RunCzech events.

SPORTISIMO offers special service for runners of all levels. We have been preparing the running section as a part of our e-shop. This is to help beginner runners with choosing the right shoes and clothes. The running clinic is going to be a part of this section soon.





Running clinics are also placed in many of our stores. Here we offer free grip diagnosis and recommend suitable running shoes. Of course, we help with choosing the clothes and advise with sports nutrition for both, training and race. Multimedia kiosks in our stores introduce the complete offer of goods and services of our chain.

SPORTISIMO offers many running brands - adidas, Nike, Mizuno, Salomon, New balance. Puma and Lotto are new brands in our stores.

Our strategy is not to address the top racers and professionals but offer high quality service and introduce new utilities (ie. compress socks and underwear, and kinesiotaping) to the beginner and hobby runners.

Everybody can be a part of this large sport event. Running is a challenge. Running is addictive. Everybody can run.

Running connects runners of all ages from all over the world. You have a chance to achieve your goals right now! SPORTISIMO is the largest chain of sports equipment. We confirmed to be

the number one in this category by winning the "Retailer of the Year" Award in 2010, 2011, 2012 and 2013.

SPORTISIMO runs 75 stores and the largest e-shop with sports equipment in the Czech Republic and is expanding to Slovakia. We have opened 25 stores here as well as the e-shop [www.sportisimo.sk](http://www.sportisimo.sk).

SPORTISIMO is unique not only with the variety of goods for almost all kinds of sports (running, football, tennis, in-line, cycling, fitness, hiking, winter sports,..) but also with the range of brands.

The 10 year position on the Czech market guarantees certain experience to the customers. SPORTISIMO offers loyalty program called SPORTISIMO CLUB. Its members get various exclusive season offers and other benefits... More benefits, more sport!





## 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](http://www.adidas.cz/shop).

For more information on adidas Running products please visit [www.adidas.cz/running](http://www.adidas.cz/running).



# CzechTourism

## HUNDRED-SPIRED PRAGUE ATTRACTS SPORTS ENTHUSIASTS

One of the most beautiful cities in the world, a center of culture and unique gastronomy – Prague is all of these. This great metropolis is not just a treasure trove of cultural gems, however: it's also the perfect holiday destination for lovers of sport. Prague offers visitors both great opportunities for relaxation and the means to improve their physical condition.

Cycling has become one of the most popular ways of spending an active holiday in the Czech Republic. The trails are used by both able-bodied cyclists and families with children. For example, there are many trails available in Prague in Stromovka Park or in the nature reserve Divoká Šárka. If it's more the nature in the surrounding area of the city that calls to you, you can set off by bicycle to the Karlštejn and Křivoklát castles.

The originally Scottish game of golf has become an active-holiday trend in recent years. Lovers of this game will find several places

to enjoy their hobby in Prague. The golf courses are designed for both beginners and advanced.

Horseback riding has also become a favorite way to spend time during an active holiday. Riding schools and stables in Prague offer both courses and the opportunity to ride under the watchful eye of experts, or take part in day trips in the surrounding area.

The capital city also has a lot to offer fans of extreme sports. They can have a go at tandem skydiving in Prague, or speed down a race track or a slalom course in Troja. There's even a popular bobsled course designated for families with children.

You can find more tips for an active holiday at: [www.czechtourism.com](http://www.czechtourism.com)





# Think Blue.

## VOLKSWAGEN LAUNCHES THE “RUN BLUE” PROJECT

In its new “Run Blue” project, which was launched symbolically 42 days before the 20th Volkswagen Prague Marathon, Volkswagen combines its long-term support to long-distance running in the Czech Republic with the “Think Blue” philosophy of an environmental-friendly approach. The project includes a running competition called “Heart Driven Cars” that takes place in five selected Volkswagen dealerships.

Volkswagen is a long-time general partner of the RunCzech Running League that organizes various events including the biggest one – the Volkswagen Prague Marathon, celebrating the 20th anniversary this year. On this occasion Volkswagen launches the [www.runblue.cz](http://www.runblue.cz) web page containing information on due running events, running tips and advice, online chats with interesting people and entertaining applications supporting those who have decided to take part in one of the RunCzech Running League races.

The “Run Blue” title was derived from “RunCzech” and “Think Blue”.

The “Think Blue” project implements the Volkswagen’s philosophy of an environmental-friendly approach that naturally encompasses the healthy life-style including running activities. The “Run Blue” platform was launched symbolically 42 days

before the Volkswagen Prague Marathon. At the same time the “Heart Driven Cars” competition started, inviting the running public to visit five showrooms of Volkswagen authorized dealers, where running simulators had been installed since 31st March. The visitors are invited to run any distance over 100 meters. Their speed does not matter. The only thing that counts is the number of meters that were run.

The individual showrooms compete with each other and the up-to-date results are shown at the [www.runblue.cz](http://www.runblue.cz) web. On the eve of the Volkswagen Prague Marathon the counting will stop. The competitors will contribute to a good cause – Volkswagen will have a children’s playground built in the city of the winning showroom. The playground foundation will be constructed from granule made of used or damaged tyres, i.e. in compliance with the “Think Blue” philosophy.

There are also prizes waiting for three competitors in each showroom, who will provide the closest answer to the question “How many meters will be run altogether in all five showrooms?”

The following Volkswagen authorized dealers will participate in the competition:

Autodružstvo Podbabská in Prague, Gerhard Horejsek in Děčín, Porsche Brno, Porsche České Budějovice and Samohýl Auto Zlín.





## SPORTISIMO PRAGUE HALF MARATHON REFRESHES WITH NEW GINGER NON-ALCOHOLIC BEER

All participants of the Sportisimo Prague Half Marathon will have the opportunity to be the first to try the new refreshing non-alcoholic beer Birell Ginger. Birell timed the launch of the new flavour to coincide with the largest road race in the Czech Republic. In addition to the new drink Birell prepared 15 "Music Points" along the track and a special fan zone. Winner of the Half Marathon can celebrate their performance with Birell in special three-liter cup. The fastest man and woman from the Czech Republic will have no troubles with fluid intake, as they'll receive non-alcoholic beer from Birell for half of a year.

The Sportisimo Prague Half Marathon will be the first place where it will be possible to taste the new beverage Birell Ginger. "With the addition of Ginger, Birell expands the number of flavors to three. Because ginger is healthy, tasty, and increasingly popular, we decided to make Birell with natural ginger extract. It's the perfect refreshment during active leisure time," said Birell marketing brand manager Luděk Baumruk, adding that each runner will receive a free can after finishing the race, and as well spectators will be able to get a taste along the route.

At the Sportisimo Prague Half Marathon Birell not only refreshes the body of runners and spectators, but their minds as well. Along the route there will be 15 Music Points, where bands and DJs will perform to support the runners and help warm-up the atmosphere on the course. In two places viewers will be able to encourage runners with messages on special boards.

Birell will quench the thirst of the fastest runner in the race. He will receive a special three-liter cup filled with non-alcoholic beer along with their victory trophy. The fastest Czech man and woman certainly won't come up short, as they'll bring home a supply of non-alcoholic beer for half a year.





## HILTON PRAGUE NAMED THE BEST HOTEL IN THE CZECH REPUBLIC FOR SIX CONSECUTIVE YEARS, TTG TRAVEL AWARDS 2013

For the sixth year in a row, Hilton Prague has been awarded as the 'Best Hotel in the Czech Republic' by prestigious Travel Trade Gazette (TTG) Travel Awards 2013. The prestigious TTG Travel Awards are based on votes of both travel industry professionals as well as general public. The award ceremony took place on February 20 as part of the Holiday World trade fair gala.

Michael Specking, cluster general manager of Hilton Hotels in Prague, said, "Gaining such an award six times in a row means a lot for us. It is a motivating reward for Hilton Prague team members as their efforts to deliver high level of services were recognized by satisfied clients and business partners, who voted for us."

Additionally, Hilton Prague has been honored by the Holiday-Check Award 2014 as one of the most popular hotels worldwide. The award is based on guest reviews of the hotel on the HolidayCheck travel portal.

### Hilton Prague

With 791 rooms, suites and apartments, Hilton Prague is the largest modern upscale hotel in the Czech Republic catering to the needs of both the business executive and holiday travellers. Facilities comprise of three restaurants including the flagship CzechHouse Grill & Rotisserie and Café Bistro open round the clock, and two bars including Cloud 9 sky bar & lounge with stunning city views, as well as a Cybex health club & spa with an indoor pool and a squash court. The hotel also offers an Executive Lounge and state-of-the-art meeting facilities with a Congress Hall for up to 1,500 guests, a Grand Ballroom for 650 guests and 37 versatile meeting and banquet rooms. The hotel is located on the right bank of the Vltava River within walking distance from the city centre, just 20 km from the Vaclav Havel International Airport.

### Awards:

Best Hotel in the Czech Republic for six consecutive years, TTG Travel Awards 2013

Best Business Hotel in Eastern Europe for four consecutive years, Business Traveller Awards 2013

Best Business Hotel in the Czech Republic for four consecutive years, Business Destinations Travel Awards 2013

Best Business Hotel in the Czech Republic, World Travel Awards 2013

### Hilton Prague Old Town

Hilton Prague Old Town Named Winner Of The Travellers' Choice Awards 2014

Hilton Prague Old Town has been honoured as a winner in the Top 25 Luxury Hotels in the Czech Republic category awarded by TripAdvisor Travellers' Choice Awards 2014. Luca Crocco, general manager, Hilton Prague Old Town, said, "We are very proud of this achievement. This is a well-deserved award with a big thank you going to the hotel team, who are dedicated to meeting the needs and expectations of our guests. Thank you also to those who voted for us. We will continue to deliver the high quality service expected at this great hotel."

Hilton Prague Old Town with its 303 rooms is located in the heart of the city amidst many of its key attractions including The Charles Bridge or the Old Town Square. It offers business as well as leisure guests a truly authentic, yet modern Prague experience. In addition to the Zinc restaurant offering modern European cuisine with Asian flavours and Zinc lounge & bar with a vast selection of cocktails, the hotel features 1,200 m<sup>2</sup> of dedicated meeting space and the flexibility to accommodate groups ranging from 10 to 800 people, with fourteen meeting rooms as well as the stylish Dvorak Ballroom. Guests can also enjoy access to the Executive Lounge and Cybex health club & spa.

### Awards:

One of the Top 25 Luxury Hotels in the Czech Republic, 2014 TripAdvisor Travellers' Choice Awards

One of the Top 35 Hotels in Central Europe, 2013 Condé Nast Traveller Readers' Choice Awards.



**MATTONI** 

## RUN, JUMP, LIVE AND HAVE FUN WITH MATTONI.

Have you been waiting for the traditional beginning of the RunCzech the whole winter? Have you been looking forward to Prague's half marathon? It's finally here so you can ignite your passion for running, amazing experience and healthy lifestyle.

Mattoni mineral water will make sure you will stay hydrated from start to finish. As our body contains 70 % water, regular water drinking is the key to feeling great when you are exercising and to living healthy lifestyle. That is when you can benefit from Mattoni waters and the minerals it contains.

For running and sports in general, Mattoni Sport and Mattoni

Active with orange or lemon flavour, are an excellent choice. New Mattoni Active contains of well-balanced minerals and vitamin B5, which helps to reduce fatigue and feeling exhausted.

It doesn't matter what your goal is, you might want to prove yourself, you might want to have fun or just experience the atmosphere. You might want to be at the start with the best athletes of the world, you might just simply love running.

No matter what your motivation is, Mattoni mineral waters are here to support you.

Mattoni, the official water of your passion.





A STAR ALLIANCE MEMBER 

## “TURKISH AIRLINES LOUNGE ISTANBUL “

The place to be when traveling by operating the world’s most comprehensive network of 105 countries, Turkish Airlines meets the expectations of its passengers in many ways. But the newest addition to guest comfort is its expanded and refurbished lounge at Ataturk Airport, Istanbul; crossroads of world travel and the Airline’s hub city.

“Turkish Airlines Lounge Istanbul”, already a world-class facility, has added another 2400 m<sup>2</sup> to its existing 3500 m<sup>2</sup>, increasing the size by over 40% in order to meet the needs of growing passenger numbers. Located in the departure area of Ataturk Airport, Istanbul, the expanded lounge adds a second floor to the existing space and connects them with a spiral staircase that integrates a global sphere, representing the worldwide reach of Turkish Airlines.

The new addition creates additional space and increases the capacity of the lounge to over 1000 guests. The existing facility, which included a children’s playground, library, billiards area, prayer room and teleconference section, has seen an expansion of the rest and shower space as well as additional massage beds.

The lounge is operated by Turkish Airlines’ catering partner, TURKISH DO&CO, a group that has repeatedly won awards for providing Turkish Airlines’ passengers with the best meals in the sky. The same attention to detail and variety is evident in the multiple and changing varieties of food available to the lounge guests. Meals and snacks are provided as

appropriate to the time of day and many items are cooked on site to ensure maximum flavor and freshness. Equally varied is the selection of beverages which provide something for every passenger’s needs.

The lounge combines both modern and traditional design, a space able to provide traditional Turkish hospitality in a setting that offers the most modern conveniences, such free Wi-Fi access through the lounge.

The spiral staircase connects the two sections of the lounge and its design represents the connectivity that Turkish Airlines provides to its global customer base. It incorporates a tea garden reminiscent of those found in Istanbul and provides an experience similar to places in the city where both residents and visitors can enjoy a Turkish tea and bagel.

For those wishing a bit more excitement, there is a miniature model of Istanbul through which guests may experience a virtual car rally as well as other game consoles and electronic diversions. In keeping with Turkish Airlines’ ongoing support of golf related events as ‘Turkish Airlines Open’, the lounge includes a realistic golf simulator for passengers interested in trying their skills while awaiting a flight.

Turkish Airlines invites you to come visit its new lounge and experience for yourself the very special environment that has been created to make your travels on Turkish Airlines even more memorable.





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 transforma-

tion 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.





### What Services Does Seznam.cz Provide?

Seznam.cz offers about 28 different web services and products. Each of them aimed to provide the user an easy access to information he or she needs. Seznam.cz aims to offer useful, reliable services with value added. All of Seznam.cz's services are for free for the users.

As Seznam.cz funds itself only from revenues coming from advertising, all services and products also include effective advertising tools for the clients. They can benefit from display ads (both banners and video ads), pay per click system in full text search and in content services (such as news portals), or advertising at field specific servers (to advertise their house or car to sell).

Seznam.cz services that could be interesting for PIM runners are for example:

#### Seznam.cz (Homepage)

Seznam Homepage is the most frequently visited and most often

used Czech internet page with almost 5 million real users each month who at average spend more than 8 hours at it. Every day more than 2.4 million people visit this page. Seznam Homepage allows users to completely adjust the contents of the page to their needs or select from different appearances.

#### Mapy.cz

The most often used map portal in the Czech Republic that offers several kinds of map backgrounds (road map, tourist map, photographic map, historical maps, etc.), detailed plans of large European cities and all Czech cities and municipalities. It can be used for searching addresses and planning routes not only in the Czech Republic, but throughout Europe. It also covers the Czech network of tourist and cycling trails and contains the most complete database of points of interests (companies) on the Czech Internet. Every day almost 200 000 people visit Mapy.cz and they perform more than 900 000 searches and plan about 250 000 routes at Mapy.cz.





## THE PARTNERSHIP OF JOHNNY SERVIS AND THE ORGANIZERS OF THE PRAGUE INTERNATIONAL MARATHON GOES ON!

JOHNNY SERVIS, headquartered in Tetína in Beroun region, has agreed with the organizers of the Prague International Marathon on continuing their mutual cooperation in future. The agreement continues in the tradition of previous successful years. The history of providing the utility support for the entire series of this running competition dates back into 1997.

The company shall supply more than 800 ecological portable toilets, 60 portable sinks, shower trailers, mobile offices, almost 400 square metres of tent area including several tens of sets of tables and benches, and almost 20 kilometres of mobile fences and barriers.

“We are glad for the continuing partnership, as it is a testimony of our effort to satisfy entirely all the demanding technical requirements of providing the utility support for the Prague International Marathon as well as our determination to offer always a little more. We perceive it as an honour and prestige, however we see it also as our obligation for future years,” says Matthew Duras, the company’s general manager.

Every, JOHNNY SERVIS introduces new products and services with the ambition to raise the generally accepted standard of sanitary services to a higher level. the broad offer of portable toilets - the men’s line johnny; jenny, a line designed specially for ladies; and joe. a line of handicapped toilets - has been extended by adding baby changing corners for parents with little kids. the parents will appreciate the spacious baby changing table providing enough room for all the necessities, a disinfectant dispenser, paper towels, or quiet space providing enough privacy also for breast feeding. the new products for 2014 also

include changing boxes for sport event participants. the service and transportation vehicle fleet is being permanently renewed in order to provide high quality and reliable services as well as maintaining environmental friendliness.

“we had extended our supply for for this year’s Sportisimo Prague Half Marathon, adding mobile changing rooms for the contestants and sanitary stands with disinfectant solution. we had also improved our glassed mobile offices which were used as the utility rooms for timekeepers,” matthew duras remarks.

apart from supporting charity projects and sporting events, JOHNNY SERVIS cooperates with the league against cancer prague, whose preventive programmes it sponsors by a part of its profits from the ladies’ toilets jenny.

“at the beginning of this year we agreed on a partnership with the civic association “černí koně (black horses)” which organizes handicapped cyclist races. we want to sponsor the “black horses” with a part of the profits from the sales and leases of the handicapped toilet line joe,” adds matthew duras.

JOHNNY SERVIS is a complex utility and sanitary equipment supplier for culture, sporting, and social events, as well as for construction sites, etc. it leases and sells portable toilets, showers, and sinks, mobile fences, sanitary trailers, mobile offices, storage containers, generator units and provides complete party services. it also offers mobile anti-flood levees tiger dam - water-filled tubes which may be stacked and joined to achieve various heights and lengths. they are a significantly faster and less laborious alternative to sandbags.





Komwag, podnik čistoty a údržby města, a.s., was established on 1 April 1996. Its strong and stable background is guaranteed by its main shareholder, the Austrian company REIWAG Facility Services GmbH and the Municipal District of Prague 2. Our strong point is the comprehensive offer of all municipal services.

Komwag provides services in the field of waste management, containing the whole range of the operation and installation of waste bin network, collecting and disposal of trade and municipal waste, providing waste containers and elimination of illicit dumps. Our service includes representation and support for our partners in dealing with civil service. The company deals with the maintenance of roads, pathways and other public areas, winter and summer maintenance of road network, and care for municipal green areas.

The portfolio of Komwag services covers thousands of projects with partners from civil service and the private sector.

These include the city of Prague, municipal districts, hotel networks, nationwide supermarket chains, the Prague Castle, the region of Mníšek and banks. The average age of our modern vehicles is 5 years. We have enough snow ploughs with sanding extensions, a truck to collect municipal waste, high-volume container carriers and wiping machines. This allows us to perform all our tasks dutifully and flexibly. All activities are co-ordinated by our control desk, using all available communication channels, including our own radio band.

One of the key success criteria is the ability to communicate with customers. In this area, the company has its own communication strategy, focused directly on the users of our services. Komwag has introduced and maintains quality system ČSN EN ISO 9001:2009, environmental management system ČSN EN ISO 14001:2005 and system for protection of health at work and work place safety ČSN OHSAS 18001:2008.





# RUNCZECH

www.runczech.com

RunCzech Running League

## COME AND RUN THE CZECH REPUBLIC 2015!

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



### Main partners



### Official partners



### Official media partners



### Patrons

