

ENJOY THE RUNNING FESTIVITIES!

RUNCZECH

www.runczech.com

RunCzech Running League

PRESS GUIDE ENG 24 MAY 2014 MATTONI
KARLOVY VARY HALF MARATHON



THE RACE IS A PART OF THE RUNCZECH RUNNING LEAGUE

Karlovy VARY^o



RUNCZECH

MATTONI 

MEDIA INFORMATION

Dear sports friends,

Welcome to the Mattoni Half Marathon Karlovy Vary.

The Press Guide, which you are holding in your hands contains basic information for journalists relating to the Mattoni Half Marathon Karlovy Vary. 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 Thermal.

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.

Press Centre is providing all accredited media comfortable indoor location, wireless internet access, live results and live broadcasting of the race.

Friday - Saturday:

Hotel Thermal, Red lounge 3
I. P. Pavlova 11
Karlovy Vary

Opening hours:

Friday	May 23	11:00 a.m.-8:30 p.m.	Hotel Thermal, Red lounge 3, 1 st floor
Saturday	May 24	8:30 a.m.-11 p.m.	Hotel Thermal, Red lounge 3, 1 st floor

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

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)

Find RunCzech also at YouTube, Flickr, Google +.



PRESS CONFERENCES

Friday, May 23

Pre-Race Conference 11:00 a.m. Hotel Thermal, Moser lounge, 1st floor

Saturday, May 24

After-Race Conference 7:35 p.m. Hotel Thermal, Moser lounge, 1st floor

MEDIA PROGRAMME

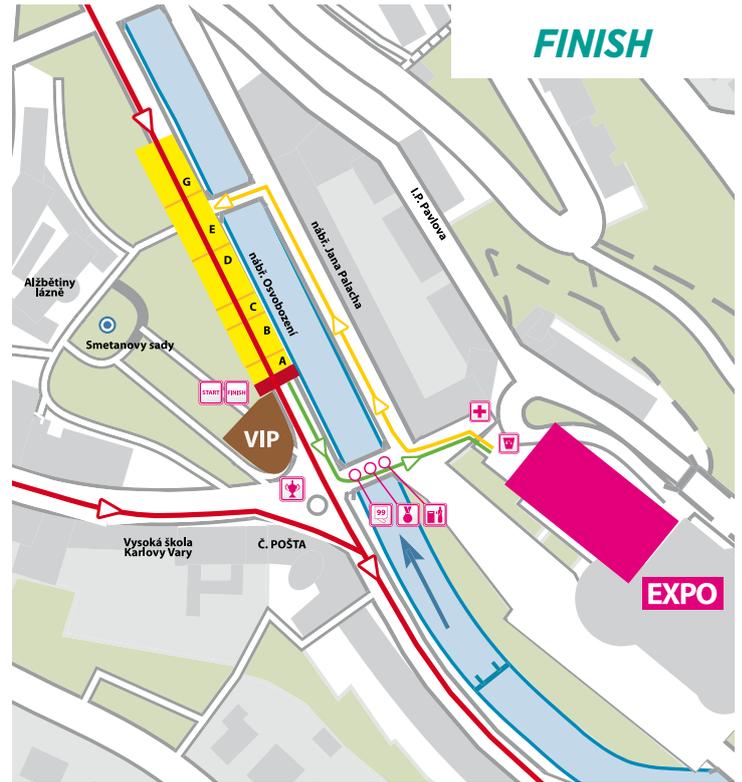
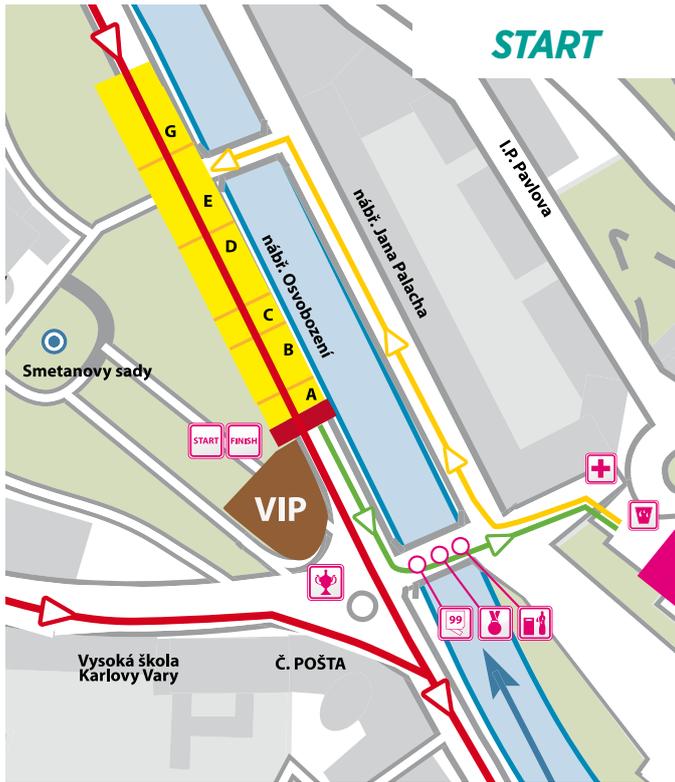
Friday, May 23

1/2Marathon Expo	2:00 p.m. - 6:00 p.m.	Hotel Thermal
Pre-Race Conference	11:00 a.m.	Hotel Thermal, Moser lounge, 1 st floor
Press centre	11:00 a.m. - 8:30 p.m.	Hotel Thermal, Red lounge 3, 1 st floor
Pre-Race run	5:00 p.m.	Half Marathon Expo, Hotel Thermal

Saturday, May 24

Press centre	8:30 a.m. - 11:00 p.m.	Hotel Thermal, Red lounge 3, 1 st floor
Half Marathon Expo	10:00 a.m. - 4:00 p.m.	Hotel Thermal
Start dm Family Run	4:00 p.m.	nábř. Osvobození
Start Mattoni Half Karlovy Vary Marathon	6:00 p.m.	nábř. Osvobození
Anticipated arrival of the first man	7:00 p.m. - 7:05 p.m.	nábř. Osvobození
Anticipated arrival of the first woman	7:07 p.m. - 7:12 p.m.	nábř. Osvobození
Award ceremony - Men	7:15 p.m.	nábř. Osvobození
Award ceremony - Women	7:20 p.m.	nábř. Osvobození
Award ceremony - Czech Men	7:25 p.m.	nábř. Osvobození
Award ceremony - Czech Women	7:35 p.m.	nábř. Osvobození
After-Race Conference	7:35 p.m.	Thermal, Moser lounge, 1 st floor
After-Race Runners Party	7:45 p.m.	Hotel Thermal
Official end of race	9:00 p.m.	nábř. Osvobození
Award ceremony - Relay, 2Run	9:15 p.m.	Hotel Thermal





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 6:50 a.m. to 7:20 p.m.



dm Family Run

MATTONI KARLOVY VARY HALF MARATHON

24 May 2014

PARTNERS



Karlovy VARY°

EXPERIENCE UNFORGETTABLE MOMENTS IN A SPA, EVERYBODY WILL FALL IN LOVE WITH...

The prime advantage that this location has is its thermal springs, the discovery of which, in 1350, inspired the Czech King and Holy Roman Emperor Charles IV to establish the spa town there.

A TOWN THAT HEALS

Combining natural therapies such as the drinking cure, baths or inhalation, for example, with the most up-to-date balneological procedures provides superior results to the standard alternatives of traditional medicine in the course of the treatment of many chronic diseases, as has been demonstrated both in a number of expert studies, and also, above all, by the international reputation of the Karlovy Vary Spa. The evidence that the spa treatments have an influence on not only the physical body but also the spirit is provided by the visitors who arrive there each year from more than 80 countries worldwide.

KARLOVY VARY PROVIDES A MARVELLOUS BACKDROP FOR UNFORGETTABLE MOMENTS AND IS A PERFECT LOCATION FOR LOVERS, IDEAL FOR ROMANTIC WALKS

If you wander through the historical centre of Karlovy Vary a hundred times you will never fail to come across something new that you did not notice in your previous sightseeing. Most noteworthy amongst the creators of Karlovy Vary were the Viennese architects Fellner and Helmer. The specific form of the spa centre, in particular was most strongly determined by the construction activity that took place in the late 19th century, carrying an imprint of both historicism and of the cutting edge Art Nouveau period. A proud feature of the spa is its colonnades which, in their unique style, decorate the local promenades that border the Tepla River. Between May and September, there exists the unique opportunity to delight your senses with colonnade concerts of diverse musical genres. Gourmets

will be delighted by the countless cafes and restaurants in the spa district that entice passers-by with the aromas of their unique specialities. Above all, you should not fail to sample the authentic spa wafers that are inherent to the town.

OPPORTUNITIES FOR SPORT AND CULTURE

The spa that has more than a hundred kilometres of marked spa paths, suitable for both hikers and cyclists now also provides a rope park suitable for all ages. If, however, you are unable to imagine a holiday without active relaxation and walking is not sufficient for your needs, there are many sports facilities available for your use. Karlovy Vary has a long sporting tradition, especially for golf and tennis. One reason that the town is a popular place for golf enthusiasts is that you can find, in the immediate surrounding area, at least 5 high-quality golf courses, one of which is located directly in the centre of town. The most famous of these is near Olšova Vrata, an 18-hole course dating back to the year 1933 (making it one of the oldest golf courses not just in Bohemia, but in all of Central Europe).

IN ADDITION TO THESE SPORTING ACTIVITIES, MANY INTERESTING CULTURAL EVENTS ALSO TAKE PLACE HERE THROUGHOUT THE ENTIRE YEAR:

- 24. 5. Mattoni Karlovy Vary Half Marathon
- 6. - 7. 6. Karlovy Vary Carnival
- 4. 7. - 12. 7. International Film Festival
- 16. - 17. 8. City Triathlon KV
- 2. - 7. 9. International Folklore Festival
- 10. - 30. 9. Dvořák's autumn festival
- 9. - 11. 10. Tourfilm - International Film Festival
- 17. - 25. 10. Jazzfest Karlovy Vary





COME TO THE REGION OF KARLOVY VARY TO ENJOY ITS SPAS, HISTORIC SITES, AND SPORTS

The Region of Karlovy Vary lies in the westernmost part of the Czech Republic at the border with Germany. When it comes to size, it belongs among the smallest of all Czech regions, but when it comes to historical monuments, exceptional experiences and natural wealth, it ranks among the most beautiful and the most tourist attractive regions.

In the Middle Ages, small settlements began to appear in the Ore Mountains and silver, later other ores were mined in their vicinity. At the end of the 19th century, mining operations in the surroundings of the town of Jáchymov were literally put on the map thanks to the discovery of the radioactive element of radium in the uraninite from the local mines by Marie Curie-Sklodowska. Likewise, rich deposits of kaolin triggered the foundation of prominent porcelain factories. Other premium local produce that has gained world repute includes glass made by the Moser Glassworks or the Becherovka herbal liqueur from Karlovy Vary. For more than 650 years, the region has been inherently tied to spa treatment, which utilises local natural resources, such as thermal and cold mineral springs, mud, bog, and gas.

The renown of the region of Karlovy Vary has always been closely bound up with balneology. Not only the best know Czech spa of Karlovy Vary is located on its territory, but also other significant spa towns, i.e. Mariánské Lázně, Františkovy Lázně, Kynžvart, and Jáchymov.

You may find a vast number of unique architectural sites and monuments on the territory of our region. The most significant include Bečov Castle and Chateau with the matchless Reliquary of Saint Maurus, the spa colonnades in Karlovy Vary, Mariánské Lázně and Františkovy Lázně, Locket Castle, the Premonstratensian Monastery in Teplá, or Cheb Castle - the only imperial palatine in the country, and many more.

The beautiful nature of the Ore Mountains and the Slavkovský les Protected Landscape Area will treat you to unforgettable views from the many lookout and observation towers. The highlight event in the Region of Karlovy Vary is the Karlovy Vary International Film Festival, which is annually visited by thousands of film enthusiasts from all over the world. Other popular events include the Wallenstein Festival in Cheb, Jazzfest, the Folklore Festival, etc.

Numerous tourist resorts in the Ore Mountains and many sports areas and complexes throughout the region allow you to spend your holiday actively in any part of the year. The most popular

winter resorts are Boží Dar and nearby Klínovec as they offer a great variety of downhill courses, cross-country skiing trails, and snowparks. In addition, hundreds of kilometres of tourist paths and cycle paths are available to hikers and bikers in the remaining seasons of the year. Golfers will undoubtedly enjoy 10 golf courses. And those keen on tennis, water tourism or climbing will also have a great time.



MATTONI



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

I love running! I believe I can surpass myself!

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 Mattoni Karlovy Vary Half Marathon will always support you.

Karlovy Vary is proud to host many cultural and sports events throughout the year and last year there has been an addition in terms of launching a new event of 21,0975km long running circuit – Mattoni Half Marathon Karlovy Vary.

Therefore, thankfully to the beautiful scenery, picturesque town center and the fact that running is becoming more and more popular among people, there has been substantial increase in number of participants, which doubled since the last year. Therefore, we are very proud to be part of this event and also the entire movement supporting other peoples passion for sport 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.

Nezáleží na tom, jaký máte cíl. Možná chcete překonat sami sebe, možná se jen chcete pobavit a užít si den. Možná chcete stát na startu s nejlepšími běžci světa. Možná prostě jen milujete běh.



Think Blue.



CAR POINT Karlovy Vary s.r.o., authorized Volkswagen and Audi dealer and authorized Volkswagen, Audi and Škoda service centre, started its cooperation with the RunCzech team by the first Mattoni Half Marathon Karlovy Vary last year.

In 2014, the cooperation goes on, thus you can see the Volkswagen cars of CAR POINT Karlovy Vary direct on the track as well as in the whole city as support cars, media cars, VIP shuttles etc.

The company also offers a whole range of attractions for both children and adults at its stand during the event. Besides other things you can test here your reaction capability and win a test drive with the new Volkswagen e-up!

Last but not least, CAR POINT Karlovy Vary has put together its own team of amateur runners, who will do their best in the race. More information about CAR POINT Karlovy Vary and its offers can be obtained at www.carpoint.cz.





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.



CzechTourism

KARLOVY VARY FOR SPORTS ENTHUSIASTS

The most popular Czech spa town, a centre for glassmaking and the venue for an international film festival – that’s Karlovy Vary. This world-famous destination also attracts people who enjoy active leisure: as well as relaxing in the town’s spas, visitors can spend their time on cycle trails and golf courses.

In recent years cycle tourism has become popular with sports fans, and the gentle River Ohře Trail runs along the river valley from the German border, passing through Karlovy Vary. Also in the Karlovy Vary region, the Iron Curtain Trail is opened, passing through the nearby towns of Aš and Cheb.

Another trend in active leisure is marathon tourism. This way of combining competing and sightseeing is bringing sports lovers to Czech towns and cities, including Karlovy Vary. This year visitors to the Czech Republic can take part in several races as part of the RunCzech Running League, which is promoting marathon tourism in collaboration with CzechTourism.

The countryside around Karlovy Vary is ideal for water tourism, and taking a boat down the River Ohře is particularly popular. Here the river runs through beautiful landscape and past historical sites, including the mighty Locket Castle, and it offers a unique view of Karlovy Vary’s spa resorts.

Golf is an increasingly attractive leisure pursuit, and Karlovy Vary offers a number of opportunities to play, including one of the oldest golf courses in Central Europe just five kilometres outside the town.

You can find more tips for holidays in Karlovy Vary at: www.czechtourism.com

For more information:

Michaela Klofcová

Head of the Media Relations Department

CzechTourism

klofcova@czechtourism.cz





BIRELL WILL REFRESH PARTICIPANTS OF THE KARLOVY VARY HALF MARATHON

A special glass signed by the legendary runner Patrick Makau will be for sale for all participants and spectators of the Mattoni Karlovy Vary Half Marathon in the tent outside the Thermal Hotel. This limited series of 958 glasses was produced for the 20th anniversary of the Prague Marathon. Proceeds from the sales will be used for the Czech Marathon Hopes project, which supports promising Czech runners. All participants of the Mattoni Karlovy Vary Half Marathon will receive a ginger-flavoured Birell at the finish. In addition, Birell will set up 11 “music points” in order to liven up the atmosphere along the running track both for runners and spectators.

“I appreciate the gesture of Patrick Makau, who agreed to have his signature on the glasses and thus help talented Czech runners,” said Carlo Capalbo, the President of the organizing

committee of Karlovy Vary Half Marathon. Each glass will be available for 99 CZK and the entire proceeds will help the Czech Marathon Hopes project, which includes successful Czech runners like Anežka Drahotová.

Birell, which is a partner of the entire running series, including Mattoni Karlovy Vary Half Marathon, is going to give each runner, at the finish, one free non-alcoholic beer. The participants can look forward to a new flavour, Birell Ginger, launched on the market about a month ago.

“Birell Ginger is the first non-alcoholic beer with an increasingly popular ginger flavour. It contains no preservatives or artificial colouring. It is the perfect refreshment for those who prefer an active and healthy life style. The participants in the Karlovy Vary run are certainly some of them,” said Luděk Baumruk, the Birell brand marketing manager.

Objevte novou chuť zázvoru

Jen 23 kcal / 100 ml

**HRDÝ PARTNER
RUNCZECH**

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**.

Began 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!

Perwoll Sport & Active
like new

Pre Váš svieži pocit počas pohybu.

RE-FRESH Effect

NOVINKA

CRAFT odporúča:
Perwoll Sport & Active pre zachovanie vlastností funkčného oblečenia.

Pre športové oblečenie svieže ako nové.



Český rozhlas Plzeň (Czech Radio Pilsen) is a regional radio station, whose covers an area of Western Bohemia. Broadcasting station si promarily focused od regional events in the Plzeň and Karlovy Vary. We offer a wide and varied range of music programs. The screening outweigh Czech music from the 60´ s years to the present.

History independent radio broadcasts from Karlovy Vary is relatively short. She started to write the second January 2007, when the frequencies of the Czech Radio Pilsen in the Karlovy Vary Region in sixteen hours came the first news bulletin checked out the newly renovated building.

The primary task to provide all students with the Czech Radio Pilsen current information from the Karlovy Vary Region. The editors contribute to the common broadcast for Plzeň and Karlovy Vary region and then also to afternoon broadcasts specially for the Karlovy Vary region.

Regional broadcasts for the Karlovy Vary region, you can tune in from Monday to Friday 3:00 p.m. to 5:45 p.m. on the following frequencies: 91.0 MHz Karlovy Vary, 96.7 MHz Aš, 98.2 MHz Sokolov, 100.8 MHz Cheb, 103.4 MHz Jáchymov

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.



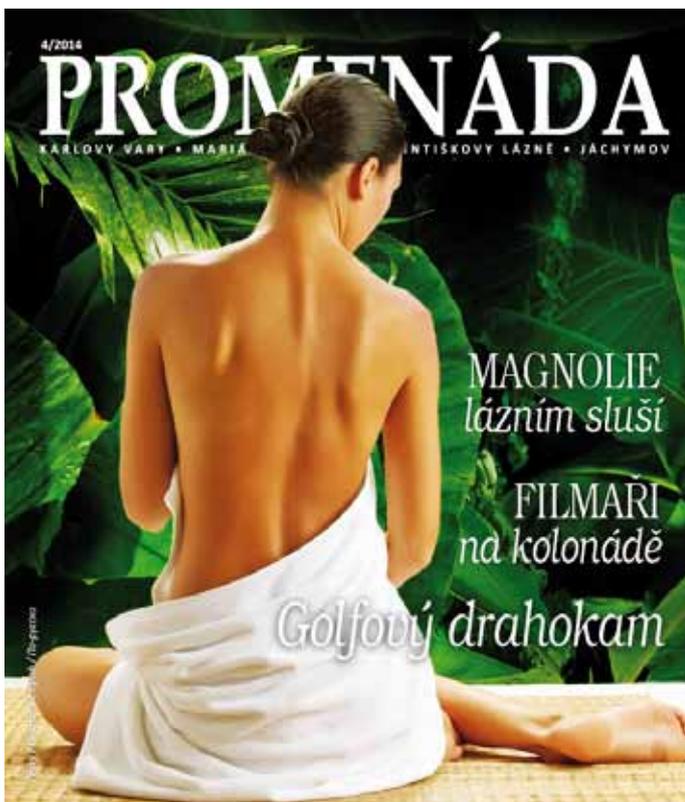


SPA PUBLISHING - THE PARTNER OF SPA TOWNS

We offer spa visitors and tourists a number of products which provide them with valuable information during their stay in the West Bohemian spa.

- magazines Promenáda and Spa Tips
- a guide to the town Step By Step
- maps
- publications
- information

Entrepreneurs are offered a unique possibility of presenting their services and goods.





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.





UNIVERSITY OF KARLOVY VARY

On May 24, the College of Karlovy Vary (COKV or VŠKV) will have the honour to be the proud partner of the 2nd edition of the Mattoni Half Marathon, part of the RunCzech Running League. The race course, perfected and refined, will lead more than 3,000 runners through the most beautiful parts of the spa city, including a host of COKV students, staff and lecturers.

Among the prominent figures to represent our college in the race will be professor Jiří Straus, COKV vice-rector lecturing at the Department of Criminal Law, Criminalistics and Forensic Disciplines. Running has been his hobby since his university studies. He goes running three times a week, in each and any weather; in 2009, he took part in his first running race. He claims he is no quick runner keen on breaking records; he just wants to enjoy it and have fun. His goal is to finish the half marathon race in less than two hours. COKV Deputy Bursar Vít Fiala, another prominent representative to take part in the 2nd Karlovy Vary Half Marathon, has been a running enthusiast since he ventured a bet four years ago he would take part in, and manage to finish, a marathon race. Running has been his favourite pastime ever since. He is determined to get better with each race, to keep fit physically and mentally, and, most of all, to savour each moment of it.

The College of Karlovy Vary will have its representatives both on and out of the race course, with students, staff and ex-graduates



assisting in the organization and smooth running of the entire race. Our College is more than happy to take an active part in the organization prior to and during the race, knowing that the Mattoni Half Marathon is an excellent opportunity for recreational and professional runners, as well as for all long-distance races' fans.

The College of Karlovy Vary is a private institution of higher learning based in this lovely spa city at 3, T.G.Masaryk Street, and also operating in its detached branch in Prague, at its new address at 22 Eliášova Street in Dejvice. It provides bachelor's degree studies in four specializations: Law in Business, Socio-Legal Activities, Public Administration, and Judicial and Notarial Administrative Activities. In addition, the University of the Third Age, located in Karlovy Vary and Rumburk, operates under COKV auspices. The College supports its students in achieving their professional goals by providing scholarships and internships abroad.

We wish all runners an exciting and enjoyable race, boosted by its unique atmosphere and the warm support by cheering crowds, proud partners and the entire city of Karlovy Vary. Looking forward to meeting you there, yours COKV: Your Chance of Top-Notch Studies

www.vskv.cz







RUNCZECH

www.runczech.com

RunCzech Running League

COME AND RUN THE CZECH REPUBLIC 2015!

Sportisimo Prague Half Marathon	25 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



Official media partners



Patrons

