



## Press Release

July 27, 2017

### The biggest health and sport event in Romania reaches the seaside on July 29

- Free participation to 12 uninterrupted hours of outdoor sport;
- Tens of fitness classes, football, volleyball, table tennis championships or scooter and electric tricycle rides;
- Health condition testing services and first aid in case of emergency training sessions;
- Live concert of Red Parliament band.

The “Sport is good” caravan – powered by Dolce Sport and backed by Telekom Romania reaches Mamaia, for the last representation of this summer. The largest seaside sport hour will be hosted in the Perla Square on Saturday, July 29, 9.00 – 21.00.

Since its first edition in 2011, “The biggest sport hour” enjoyed great success and it has become over time the biggest sport and health festival in Romania. Every year, the festival is taking place during summer in Bucharest, Brasov and Mamaia, for 12 hours in each city.

The sport activities – tens of fitness classes held by renowned trainers in the country and abroad, football, volleyball, table tennis championships or scooter and electric tricycle rides are completed, in dedicated areas, with health condition testing services and with first aid in case of emergency training sessions. Public access to all these activities and services is free of charge.

“We welcome the sport fans this year, too, with new activities for all age categories for giving them the opportunity to find the most suited for them. The thousands of enthusiasts who are responding to Telekom’s invitation every year are the best ambassadors of our message regarding the benefits of a healthy lifestyle” said Ruxandra Voda, Communication Director Telekom Romania.

"This event provides us the biggest professional satisfaction because we managed to promote sports for the masses in the most efficient way, using the power of our own example, and the results were directly proportional. In 7 years, we influenced positively people of all ages to adopt a healthy lifestyle, so we implemented and maintained our vision: sport is for everyone", stated Vlad Stoica - Smartatletic President.

Within the event in Mamaia, the fitness classes will be held by Kinga Sebestyen (Kangoo Jumps), Perr Markussen (Functional Training), Fernando Gorini (Steel Tonic si Steel Combat), Adrian Borozan (Fight Klub Khai Bo), Bianca Anton (Zumba), Dina Ivanov and Nadia Sandu-Issa (FreeStyler and Magic Circle), Horia Croitoru (Boot Camp), Dina Ivanov and Alexandru Huhulea (Body Workout), Alin Arsene and Iulian Serbu (Step Aerobic).

In addition to fitness classes, during the 12 hours of the event, the sport enthusiasts will be able to test their balance with electric scooters and tricycles in the Freewheel area, the football skills at the Shooting Gate, or reflexes and concentration required for table tennis.

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Volleyball lovers will be able to participate in the mini-tournament organized at the event, where they will be able to join teams of 4 or 6 members.

Participants in "The biggest sport hour" classes will be able to win both SmartFitness bracelets and a Drift Trike Super Power - offered by Freewheel, as well as various other sports prizes offered by Telekom Romania.

In the health area, the interested persons will be able to benefit from screening to detect sudden cardiac death syndrome, offered by BTL Romania Medical Equipment, the only supplier in the world that has specialized equipment for this purpose. A system for medical aesthetics that provides the most advanced non-invasive radiofrequency technology for body remodeling can be tested at the same stand.

Red Cross National Society in Romania will be represented by its branch in Constanta and will organize first aid and resuscitation courses throughout the entire day for the ones willing to learn providing the basic first aid, so necessary in situations where every second counts.

The seventh edition of "The biggest sport hour" will end with a live concert performed by the Red Parliament band. Event organized by Telekom Romania in partnership with Smartathletic and GetFit.

Partners of the event are BTL Romania Medical Equipment, Red Cross National Society in Romania, Carpatina, FreeWheel, Ciuc Radler, Dr. Leventer Health Skin Foundation, Avène, VIWA România, Eisberg – I love salads, Poftă de Verde.

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