



## **Christmas with SAZKA mobil: Millions of free minutes and SMS and a charity collection**

**Coaching children and the youth is often a highly demanding and responsible work which is pursued, without claim for remuneration, by several tens of thousands of volunteers. Effect of these people is entirely crucial and determinative for children's future sports development. Therefore, the virtual operator SAZKA mobil has decided to extend its Christmas campaign, during which it will give customers millions of free minutes and SMS, by a support of youth coaches.**

Importance of the coach at the beginning of doing sports is also confirmed by the successful beach volleyball player Kristýna Kolocová who has taken part in the SAZKA mobil campaign. *"I can still remember my first coach who has enthused me over sports. Maybe, I would have gone in for something completely different if I had not met her,"* the Olympian Kolocová smiles. You can listen to her opinions in the attached video interview.

Coaches of children and youth sports teams give their own free time and often also funds for training future sports stars. The virtual operator SAZKA mobil wants to draw attention to this situation and at the same time to help specific coaches. From 1 November till 31 January 2016, SAZKA mobil is running a special Christmas campaign when every purchase of SAZKA lotteries or tickets of more than CZK 300 will be awarded. Customers can look forward to practical gifts such as 30-minute call vouchers (pre-paid cards) or 30 free SMS to all networks (Happy Tariff).

People can gift the vouchers received from SAZKA mobil to someone else, either to their close relatives and friends or to the just mentioned coaching volunteers. *"We want to offer our customers a unique opportunity for making happy not only themselves, but also their friends and acquaintances, In addition to them, they can also award the creditable work of youth coaches and help them with the costs related to the mobile phone use,"* Schmiedhammer adds.

You can read stories of some coaches at the website [www.milionovedarky.cz](http://www.milionovedarky.cz). In addition to the free minutes and SMS from generous donors, the coaches may naturally look forward to a financial injection immediately from SAZKA mobil.

The campaign is running from 1 November 2015 till 31 January 2016. In this period of time, SAZKA mobil is awarding every purchase of Sazka lotteries or tickets of more



than CZK 300. You may look forward to a gift taking a form of 30 free minutes on the prepaid card or 30 free SMS to all networks under the Happy Tariff.

Pavel Kuhn  
SAZKA mobil Marketing Manager  
[kuhn@sazka.cz](mailto:kuhn@sazka.cz)

About SAZKA, a.s.

SAZKA is the biggest and oldest lottery company in the Czech Republic with ca. 95% share in the market of lotteries and other similar games. The main lottery products are numerical lotteries with Sportka as the best known game. In addition to numerical lotteries, the product offer includes scratch tickets, sports betting and fast-selling games. The second pillar consists in non-lottery products, where the crucial place is taken by mobile operator services of SAZKA mobil, the sale of tickets, the topping-up of mobile phones and arrangement of payments for services and goods. SAZKA offers its own products via a unique distribution chain of almost 6,900 points-of-sale located all over the Czech Republic. SAZKA is a member of the multinational investment group KKCG operating in 11 countries on 4 continents. More at [www.sazka.cz](http://www.sazka.cz) and [www.kkcg.eu](http://www.kkcg.eu).