

Labin City Gets New Outdoor Exercise Ground

*Within the framework of the social responsibility project
Happiness is Movement, Coca-Cola Croatia opens the first of
this year's 11 active zones which Labin residents won through voting*

Labin, September 28, 2017 – From today on, Labin residents will be able to exercise outdoors free of charge at Prilaz Griža 4 in the Kature neighbourhood, where Coca-Cola HBC Croatia has set up a special active zone to encourage locals to regularly exercise and move more. Labin residents received this outdoor exercise ground by voting for it on the project's digital platform, which marked close to 500,000 votes from all over Croatia, and it is the first of this year's 11 active zones Coca-Cola will open throughout the country by the end of 2017.

“Congratulations to Labin's residents who won an active zone through their engagement in this project and I want to thank all those who participated in the voting and the local authorities which supported us in this initiative. By presenting this exercise ground to your city we want to contribute to enriching socially useful contents and make this new recreation and gathering place in Labin available to everyone. We have received extremely positive reactions from the exercise grounds we set up last year, so we have reason to believe that this exercise ground will also serve many Labin residents and encourage them to move”, said Coca-Cola HBC's Public Affairs & Communications Manager Slovenia, Croatia and Bosnia-Herzegovina **Boška Trbojević**.

The active zone Labin received for permanent ownership includes six exercise devices that can be used to strengthen muscles of the entire body and they may be used by anyone interested in an active lifestyle, from retirees to professional athletes, regardless of age and physical ability.

“The response of Labin's residents to this initiative is an indication that they have recognized the value of the exercise ground for raising quality of life in our local community. Thanks to their solidarity and perseverance our city received valuable content which will, I believe, be useful to all of us – both young people and the slightly older – in a future more active life”, said Labin Mayor **Valter Glavičić**.

The project to set up active zones was launched by Coca-Cola last year within the framework of the multi-annual social responsibility project *Happiness is Movement*, when the first ten outdoor exercise grounds were set up. Labin thus joined Drniš, Slunj, Hrvatska Kostajnica, Pleternica, Vrgorac, Cres, Imotski, Vis, Komiža and Knin. New exercise grounds by the end of the year are also expected by Donja Stubica, Vrlik, Stari Grad, Supetar, Daruvar, Petrinja, Vinkovci, Bjelovar, Sisak and Zagreb.

At today's opening of the exercise ground in Labin, the project's ambassador, the successful former member of the national handball team **Mirza Džomba**, demonstrated several exercises on the newly set up devices and said: "As a professional athlete I am well acquainted with the benefits of exercise for overall health, and this project is an opportunity to spread my knowledge to others. I hope that movement and exercising will become a habit and part of life of all Labin residents and that they will come to the exercise ground every day with the same determination they showed during the vote." Apart from Mirza Džomba, television host Antonija Blaće is also a project ambassador.

Project partners are the Faculty of Kinesiology of the University of Zagreb and the Croatian Red Cross, and the project is supported by the Ministry of Health, the Central State Office for Sports and the Association of Cities in the Republic of Croatia.

For more information about *Happiness is Movement 2017* and the active zones, please visit the website www.pokretzaradost.hr/.

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