

## **JOURNALISTS AND KAYAKERS REMINDED PEOPLE ABOUT THE FORGOTTEN POTENTIAL OF THE SAVA RIVER**

**Zagreb, June 2, 2009** – Journalists and members of kayak associations and organizations in Zagreb, Sisak and Slavonski Brod organized a symbolic promotional canoe and kayak ride in all three cities exactly at noon to mark Sava River Day on June 1 and to point to the river's unused and forgotten potential.

The aim of the project was to remind people about the possibilities of using the Sava River for social, sports and touristic purposes, with the aim to encourage as many people as possible to return to the Sava River. Members of the Končar Canoeing Club from Zagreb, the Odra Kayak and Canoeing Club from Sisak and the Marsonija Kayak and Canoeing Club from Slavonski Brod took part in the synchronized ride on the Sava River. Media forces consisted of representatives of Jutarnji list, Večernji list, ZG News, Glas Slavonije, Slavenska televizija, Radio Sisak and the Internet portal Javno.hr.

The kayakers' promotional ride is only one of the activities within the framework of the project "Our Beautiful Sava", which will be carried out in Zagreb, Sisak, Slavonski Brod and Županja throughout June. Its organizers are the International Commission for the Sava River Basin, the Ministry of Regional Development, Forestry and Water Management, the Ministry of Sea, Transport and Infrastructure, as well as Coca-Cola HBC Croatia.

The aim of the project "Our Beautiful Sava" and the marking of Sava River Day, which is being marked for the second time in Croatia, is to raise awareness about the importance of the Sava River for all aspects of life of those living along the Sava River, from social, over ecological to economic aspects. The marking of Sava River Day through Sava fairs in Zagreb on June 6, in Sisak on June 13, in Slavonski Brod on June 20 and in Županja on June 27 will also remind us about the abundance and diversity of vital activities along the Sava River in the past, about traditional crafts and trades as well as national customs and the tradition of the population along the Sava River.

Photo gallery: Kayaker ride on the Sava River

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