

Atom Olympic Games in Temelín NPP



Event: Visit of famous and popular athletes in Temelín.
Organising a competition-entertainment afternoon with sporting events for children.

Participants: Members of Czech Olympic Team, local stakeholders, councillors, mayors, media, NPP employees, children from regional schools, the general public.

Aims: Support the positive attitude of the public to nuclear energy and to the presence of the nuclear power plant in the region.
To contribute to good relations of the operator with local government and with inhabitants. To “humanise” the nuclear power.

Communication: press release, press conference, posters and invitations.
Contacting media - regional, sporting, general and life-style media.
Addressing schools - schools chose their competitors
Inviting mayors and local representatives
Competitors visited the nuclear power plant and information centre
Transport of journalists from Prague to the venue and back.
Set up a press centre, creation of conditions for getting suitable photographs.

Internal communication: Employees of NPP and their children had an opportunity to take part.

Jaderná elektrárna Temelín

si Vás dovoluje pozvat na netradiční setkání
dětí z prvního stupně
základních škol
s předními
českými
olympioniky.

Budeme rádi, pokud
se právě Vaše škola
zapojí do Temelínských
olympijských her, které
se budou konat
ve středu 21. září od 13,00 hod. v prostorách
jaderné elektrárny Temelín.

Přesné informace o projektu naleznete v příložených materiálech.





Skupina ČEZ si vás dovoluje pozvat na Temelínskou atomiádu – netradiční setkání dětí základních škol s předními českými olympioniky.

Roman Šebrle | Šárka Kašpárková | Bohdan Ulihrach

- **Ve středu 21. září 2005 od 13.00 hod. | Jaderná elektrárna Temelín**
- **Zájemci mají možnost se před začátkem Temelínské atomiády zúčastnit exkurze. Doprava na místo je zajištěna.**

Svoji účast prosím potvrďte nejpozději do pondělí 19. 9.:

Petra Motyčková, AMI Communications | tel.: 724 012 608 | e-mail: petra.motyckova@amio.cz

Mr. Hájek, Mayor of Týn nad Vltavou in the discipline „ Splitting the Atom“



Bohdan Ulihrach, famous Czech tennis player in the discipline „Race around the cooling towers“



Roman Šebrle, World Record holder in Decathlon



Hana Kynychová, Czech famous aerobic champion in the discipline „crawling under the nuclear fuel rod“



Antonín Panenka, popular legendary football international





**Triple jumper Šárka
Kašpárková in the discipline
sack race „Brownian motion“**

Evaluation:

37 ascertained media outputs in the national press, regional newspapers and the lifestyle magazines. Reactions in television broadcasts.

60 % of the Czech population impacted via the media.

Monitoring analysis:

Event achieved the basic aims: support for the positive perception of nuclear energy, promotion of the sponsorship activities of ČEZ in the field of top level sports.

In the person of famous personalities, the company ČEZ gained proven allies positively perceived by the public for spreading the philosophy of the maintenance and development of nuclear power.

Not a single doubt was expressed as to the safety of operation of nuclear power plant.

Added value:

- publicity for the sponsorship gift in the value of CZK 20,000 given to the winning team (the primary school in Neznašov) for school equipment.
- the direct contact with representatives of the region, who make no secret of their positive attitude to the presence of the nuclear power station in the region
- the contact with important institutions such as the Czech Olympic Committee.

Autograph signing session of all the important personalities in the Temelin Information Centre. (Roman Šebrle with Czech Miss Váchová)

