

## Sports Business Awards 2016 – Ekstraklasa „Best In Social Media”!

*Ekstraklasa S.A. has been awarded for dynamic management of its social media channels. During the gala in Warsaw, the organization received the Sports Business Award of 2016 in the social media category.*

The Sports Business Awards DEMES, have been handed out during the XIII Gala of Sports and Business, which took place on March 23rd at the PGE National Stadium. The ceremony was part of the Sports and Business Forum – SPORTBIZ –, which is one of the biggest events integrating sports and business, in Central Europe. The award has been received by the Director of Communication of Ekstraklasa S.A, Karolina Hytrek-Prosiecka.

*- This award is special because Ekstraklasa receives it during a time where sports and sports communication are moving to the internet. We can already watch transmissions of sporting events in social media, and the competition is stronger than ever before. This award also shows, that here in Ekstraklasa, we were able to combine the real world with the virtual world. In our company double or triple digit constant growth became a reality. We're breaking records not only at the stadiums but also in our social media channels – said Karolina Hytrek-Prosiecka. - Thank you very much for this award in the name of the Ekstraklasa team, and I also thank them for working around the clock, 24 hours a day, 7 days a week. Thank you also to our fans because, without them, our social media channels wouldn't exist” – she added.*

Besides Ekstraklasa S.A., other nominees for the social media category were: Testa Communications Sp. z o.o. (social media ELEVEN SPORTS) and the Tymbark Cup. Also honored during the Gala, were people, organizations, and projects, which had a special contribution to the development of polish sport in the last year. Winners of the Sports and Business Awards were selected by the Statuette Chapter House DEMES, consisting of specialists dealing with sports marketing, representatives of science circles, and representatives of media.

