**Beko took active part in celebrating Moscow City Day**

Beko, one of the largest household appliance producers in Russia, celebrated the 869th anniversary of Moscow together with residents and guests of the Russian capital. The celebrations were organized in Sokolniki Culture and Recreation Park.

In a vast branded zone, Beko arranged numerous grounds for entertainment and activities.

Offering its entertaining program to guests, the Company aimed to show its long-standing adherence to philosophy of healthy active lifestyle. One of the basic principles of this philosophy considers sport as one of major components of overall development of the younger generation in the modern world.

Everyone who visited Beko brand-zone during the celebration of the City Day found an entertainment to his or her taste. Children and teenagers liked Kinect-football – a special touch game controller. In the game, participants had to combat a virtual team, and in order to win, they had to show an excellent skill of handling the ball.

*“We are really happy to share the pleasure of this day with all residents and guests of the city. Our company pays special attention to team kinds of sports, which correspond to the major values of our brand, such as innovation, youth and dynamism. We still move forward and keep on investing in modernization of our facilities and perfection of the produced equipment, according to the requirements of Russian market. We are proud of having achieved significant results, and our factory’s 10th anniversary that will be celebrated this year is another evidence of our Company’s success*,” said Zafer Ustuner, General Manager at Beko.

During the celebrations, ball competitions were arranged on the real football field. In particular, visitors displayed great interest to the play-off round – “Score the deciding goal”. Participants had three attempts to score a goal into one of 6 washing machines from a five-meter distance. Every player made one strike, and those who did not score a hit, left. The player that managed to score 3 goals gained a super prize; the one that scored 2 goals – an incentive prize.

Juniors were not left without attention either. Together with their parents, they discovered their artistic talents and showed true creativity painting pictures of kitchen and apartment interiors, football uniforms and stadiums.

The guests were invited to become a part of the great football team of Barcelona club – they took photos with club players’ figures on a football field in a specially arranged photo zone. They could get acquainted with novelties of household appliances at the exhibition in Beko brand-zone. The Company’s staff presented appliances and described their advantages to the guests.

Visitors competed for the rank of the best cook and take part in master-classes on cooking pizza carried out by a chef in Beko kitchen. Three pizzas were presented to the audience jury. Owners of the tastiest pizza received valuable gifts from the partners.