



LIVE

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Naide Gomes, picture of the fourth national promotional campaign of Barcelona 2010

30/10/2009

The European Athletics Championships continue with their national promotional campaign in the streets of Barcelona. The athlete promoting next year's event this time is Portuguese Naide Gomes, current European indoor Long Jump champion. The organisation of the Championships uses the image of an international athlete for the first time; the three prior athletes to promote it were Ángel David Rodríguez, Mercedes Chilla and Natalia Rodríguez.

Naide Gomes, whose full name is Enezenaide do Rosario da Vera Cruz Gomes, is one of the main stars of athletics in Portugal. She used to be a heptathlete and is now a Long Jump specialist (7,12m), discipline in which she will be one of the aspirants for the gold medal at Barcelona 2010.

The promotional campaign – which starts on Sunday, 1 November and lasts for two months – shows a picture of Naide jumping on the beach of Barcelona. The current European record (7,52 metres) by Galina Chystiakova, which is the World record at the same time, is equivalent to ten sun loungers put together.

For the first time, the image of the promotional campaign will be portrayed on two bus lines: no. 157, which unites the streets Passeig Marítim and Sant Joan Despí as well as line 39, crossing Barceloneta and Horta. The Portuguese athlete can be seen in action on the side and the back of the buses.

The campaign will also set up 1.100 flags in different parts of the city, of which the first ones will be put up on 1 November and last ones on the 16 of the same month. Barcelona 2010 will also count with 100 public banners (through 9 until 23 November) and three advertising towers, all set up on Montjuïc Mountain.

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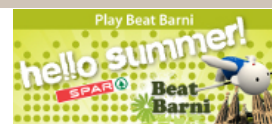


26 July - 1 August - bcn2010.org

Name:
20th European Athletics Championships Barcelona 2010

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