

KAROLINA CK PILARCZYK

MEDIA ACTIVITIES – MAY 2020

E-MEDIA:

ESKA.TV

<https://www.facebook.com/watch/?v=2528870067364781>



POLAND IN



<https://www.facebook.com/watch/?v=555871018638683>

WHEEL SISTER AUSTRIA

<https://www.wheel-sisters.at/project/karolina-pilarczyk/>

NATEMAT

<https://natemat.pl/blogi/kpilarczyk/306171,bedzie-dobrze-kierowcy-motorsportowi-podczas-pandemii>

Karolina Pilarczyk's Team is back in the game!! After loosening some restrictions now it's time for Motorsport!

THE DRIFT PRACTICE

On May 24, the first practice took place after a break of almost 3 months. "I must admit that when we were going to the practice, the feeling of excitement caused by returning to the race track was mixed with a tight stomach and thoughts - do I remember how to do it? Will everything be ok?" - Karolina recalls. In addition, an uncertain element was the fact that it was also the first test for the car after its winter service.

THE PRACTICE AT THE JASTRZĄB RACE TRACK

The first practice took place at the Jastrząb race track, maintaining all safety rules. The teams were limited to only one mechanic, and the entire event took place without participation of the audience. Everything went without major problems. „Rapotor” - Nissan 200sx with LS3 6.2 V8 engine, performed great during the whole practice, and Karolina got into it very quickly. During this practice the team did not set any goals - the most important thing was to check the car and warm up after a break.

„The smile was not leaving my face! I didn't think I missed it that much! I am very happy that we have returned to the race track and we already have a full calendar of activities”. — commented Karolina

THE PRACTICE AT THE JASTRZĄB RACE TRACK

On 1st of June the second practice took place - this time at Kielce race track. This race track is famous for its very fast layout, where entry speeds exceed 170km / h! Karolina was in her environment! She is one of the few women on an European scale, who is not afraid of high speeds and dangerous layouts, that's why people watched her drifting on the track with great enthusiasm. A lot of fans came to Karolina, too, longing for direct contact.

This beautiful practice was interrupted by a twisted shaft, but still this failure did not disturb the humor of the entire team. After returning home, the Team Manager Mariusz Dziurleja immediately took care of removing failures, because the calendar is quite tight. Next training is on 06/21!

E-MEDIA:

SUPER EXPRESS

<https://www.se.pl/wiadomosci/gwiazdy/zielinska-i-inne-gwiazdy-w-nowej-kampanii-wspieraja-walke-z-guzami-mozgu-aa-RwTv-UyRQ-2M3f.html>



NOWY MARKETING

<https://nowymarketing.pl/a/26670,gwiazdy-wspieraja-fundacje-glioma-center-im-hani-magiery>

PLANETA Kobiet

<https://www.planetakobiet.com.pl/kategoria-0-23-wielkswiat.htm>

MEDIA

Karolina continues also to be active in the media. Her energy and optimism are contagious, so she is constantly invited to interviews to bring some optimism among all this unpleasant information. The interview for POLAND IN was conducted in English!



Karolina Pilarczyk Professional Drift Driver
Published by Mariusz Mario Dziurleja [?] · 25 May at 17:30 · 🌐

PL: Tydzień z ATUM PLUS Paintless Dent Repair - usuwanie wgnieceń bez lakierowania 😊
Kochani, na filmie możecie zobaczyć jak Mariusz Mario Dziurleja naprawia wgniotki! hahahah dlatego pewnie zrozumienie dlaczego postanowiłam zwrócić się do fachowców 😊 w tym tygodniu pokażemy Wam co potrafią specjaliści z ATUM PLUS 🙌
Paweł Łukasz Topolski, Michał Mrówa Paprocki - chyba musicie się zgłosić na przeszkolenie 😊

EN: Week with ATUM PLUS Paintless Dent Repair - usuwanie wgnieceń...
See more

HUGE RANGES

Ranges on Karolina's social media reach values that exceed expectations:

3,508,416
People reached

120,797
Engagements

Boost Post

E-MEDIA:

BLOGSTAR

<https://blogstar.pl/karolina-pilarczyk-specjalistka-od-gum/>



WPROST

<https://biznes.wprost.pl/gospodarka/10328754/graj-o-swoj-biznes-nowatorski-projekt-manager-business-hub-playvolley-polskiej-federacji-padla.html?fbclid=IwAR3xPX0IBoY-bYIR4DBAE4a1J9mDJtysjJv9JpuqoXsRXDRea1UaAUNsocE>



PROJECT AMBASSADOR

Play for Your Business - an innovative project of Manager Business Hub, PlayVolley, Polish Padel Federation. Manager Business Hub - an organization supporting owners, shareholders and managers managing companies, corporations, institutions operating on the Polish and foreign market in establishing and building relationships with business partners - starts an innovative project whose goal is a quick return to rebuilding business, to traditional relationships with current and potential partners in conditions that take into account the constraints associated with the coronavirus pandemic. Karolina Pilarczyk is the ambassador of this project.



CHARITY ACTIVITIES

As part of building awareness about brain tumors, the Glioma Center Foundation Hani Magiera runs an informational and educational campaign. Its goal is to emphasize the importance of glioma molecular research, which can be the key to implementing optimal and personalized treatment. Karolina together with other Celebrities, was engaged in an information campaign on this topic.



PHOTO SESSION

Using the opportunity, that the car was at the race track, the professional photo session was taken – with current design and logos of Sponsors. The pictures are available in high resolution .



ADVERTISING EQUIVALENT

Month : **May**

Range: **3,3 mln**

Equivalent: **425,7 tys PLN**

