

SOKRA's excellent performance in AD promotion

Lacrosse, considered to be America's first sport, was born of the North American Indian, christened by the French, and adapted and raised by the Canadians. Modern lacrosse has been embraced by athletes and enthusiasts of the United States and the British Commonwealth for over a century.

The sport of lacrosse is a combination of basketball, soccer and hockey. Anyone can play lacrosse--the big or the small. The game requires and rewards coordination and agility, not brawn. Quickness and speed are two highly prized qualities in lacrosse.

Nowadays, Lacrosse is becoming more and more popular in Europe, many young people are very interested in it and join the sports team.

Haier CAC distributor SOKRA in Czech Rep. consider it to be a good opportunity to do some advertisement related to the sports in order to enhance Haier brand name in their local market, for it's really very much to the taste of the young generation consumers.

The owner of SOKRA Mr. Begeni is now an official sponsor of one Lacrosse team, some of the matches of the team can be broadcasted via TV, newspaper and magazines, etc. We're sure it's a good way to raise our brand image in Czech Rep.

Thanks to our good partner SOKRA, and we're expecting more moving stories about their Lacrosse team.

Pls refer to the pictures below to learn more "live" news.

Haier CAC

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