

Warsaw, 30 April 2015

„I am a Pole. A Pole is a crazy man and a crazy man is a good man” – these words of a Polish poet, Konstanty Ildefons Galczyński are still up-to-date. The „White-and-Red in wilderness” („Biało-Czerwona na bezdrożach”) Exhibition is a perfect illustration of these words.

„White-and-Red in wilderness” – why it is good to follow the steps of the great explorers

From May 2nd until June 3rd everyone can visit the „White-and-Red in wilderness” outdoor Exhibition on the Krakowskie Przedmieście Street. The President of the Republic of Poland, Mr. Bronisław Komorowski, has offered his **honourable patronage** to the exhibition. We kindly invite entire families to see the Exhibition. It is worthy to take advantage of the fair weather and come to meet champions of the Exhibition.

The **opening of the Exhibition by the President of the Republic of Poland, Mr. Bronisław Komorowski** on 2nd May will be the highlight of the “White-and-Red” Campaign.

This year’s edition follows the steps of the great adventurers, researchers, explorers and journalists. The Exhibition focuses on the Great Poles who not only blazed new trails but also but also shared stories of their adventures in the remote places with us – such as **Tony Halik and Elżbieta Dzikowska, Ryszard Badowski, Piotr Chmieliński, Ryszard Czajkowski, Witold Gliński, Paweł Edmund Strzelecki, Ernest Malinowski** and many, many others.

Extraordinary achievements of the Polish nationals, modern patriotism and positive attitude towards the national values – the idea of the Campaign is to show to the young people, foreign guests, businessmen - and in fact, the entire world, that the Polish achievements are indeed extraordinary and that we have a reason to be proud of them.

For example: **first winter expeditions** to the Himalayas, first **world’s circumnavigation by a woman, spectacular air and gliding records, scientific achievements, the names of the heights, mountains, gorges, canyons, glaciers, extraordinary stories** – all of them are Poles’ accomplishments.

A splendid ensemble of the Polish sailors, airmen, glider pilots, historians, scientists, collectors and Himalayan mountaineers, as well as museums, cultural institutions, art galleries have all facilitated photographs from their private archives especially for the purpose of the Campaign. In many cases that was the first presentation of the photographs to the public - and the photographs are always unique and beautiful.

The idea and production of the campaign „White-and-Red”:

MOVIDA Group, the author and host of the expert conferences and seminars, as well as expert at setting up and dismantling of the professional exhibitions. As a part of its corporate social responsibility (CSR), MOVIDA takes care of the contents and operational aspects of the „White-and-Red”. “Biedronka” is the long term partner of the Exhibition.

You can find more pictures, fascinating stories and curiosities on the “White-and-Red” webpage: www.bialo-czerwona.org

Contact for potential cooperation:

Jolanta Kołodzińska
Managing Director
jkolodzinska@movida.com.pl
tel. +48 22 626 02 62, kom. 784 094 413
ul. Niemcewiczka 7/9 lok 18, 02-022 Warszawa
(22) 626 02 62, www.movida.com.pl



Autorski pomysł i realizacja: