

British American Tobacco Caucasus took part in Wings for Life World Run Marathon on May 4 which was held in Telavi, Georgia. More than 20 staff members from all 3 countries of Caucasus participated in this global event. BAT Employees from Georgia, Azerbaijan and Armenia took a long rides to be in Telavi for this great charity event. BAT Caucasus employees demonstrated very good sport skills to reach their set targets. All employees run from 5 to 10 km. The best score was 17 km showed by the Head of Corporate and Regulatory Affairs Caucasus Zviad Skhvitardze in man and 15 km by Head of Trade Georgia and Armenia Tea Tvaradze in woman.

„Wings for Life” organization has established competition – World Run. By running in the Wings for Life World Run, is not only participating in a unique global sporting event but also taking precious steps towards finding a cure for debilitating spinal cord injury. 100% of the proceeds from the Wings for Life World Run go towards foundation that funds research into finding a cure for spinal cord injury.

The format of the Wings for Life World Run is a first not only in running but also in all sporting events. Unlike normal races, the finish line will chase participants rather than them running towards it. In short, you know where you start, but you don't know where you finish. An official Catcher Car will set off at each course, pursuing the runners. When the Catcher Car passes a runner, their race is over, until there's a single man and single woman left running. They will be crowned the Global Champions of the Wings for Life World Run. Additionally, there will also be location champions and country champions.

Participation in the event was important as for team building and strengthening team spirit also to support understanding of the problem and deepening social responsibility among employees as a part of society and part of the socially responsible company.

British American Tobacco Caucasus will continue to participate in relevant activities in future to support social corporate responsibility of the company.