

PRESS - RELEASE



TRAWLIX supports Skateistan

Skating through the streets of Kabul.

There are ideas, extraordinary ideas and sometimes there are dreams, which are so remarkable, you wouldn't believe they are real – unless you see them with your own eyes. The idea to start a Skateboard school in Kabul, Afghanistan is definitely such a dream. Skateistan – so the name of this ambitious project – has become reality by now but still needs aid.

When the Australian Oliver Percovich followed his girlfriend to Kabul two years ago, he definitely did not think about founding a school. But: Oliver has been a skateboarder since he was six, and therefore, he took along the skateboard to the streets of Kabul. He soon became quite an attraction – especially for the children and the young. They had never seen a board with wheels before, but that didn't dampen the fun. Sports are international.

A skateboard center for the children of Kabul

Oliver began to teach skateboarding to the children and the youth. The training area was the inner concrete tub of a huge jumping well, right in the middle of a busy city highway. Not exactly the most beautiful training conditions. Over the months, more and more children showed up and so, the demand for skateboards, protective clothing and helmets grew. Because of this, the Skateistan non-profit-organization was founded and – with huge success - funds were raised all over the world. After strong media coverage in “DER SPIEGEL”, “Süddeutsche Zeitung”, “Frankfurter Allgemeine Zeitung” an more, over 70.000 Euro of donations were collected in Germany alone. These funds are mainly used to build a dedicated skateboard center. The official start of construction was on the 26th of May. The laying of the cornerstone will take place a little bit later, once the grading work is done.

As the raised funds are not enough yet to cover the building costs, Skateistan still needs more donations. In cooperation with TRAWLIX – an Internet based creativity agency – a huge design contest took place. The TRAWLIX-members where called to create banners, flash-movies and animated GIFs for Skateistan. The goal: This free advertising material should convince Internet users to donate to Skateistan via PayPal.

Summary



Kategorie:
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Thema:
TRAWLIX supports Skateistan

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After a runtime of two month and a due and very difficult consideration, the jury chose the winners from more than sixty submissions.

[1st place](#) – motife „Hope“



2nd Place: motife „We Love to Skate“ - [variant 1](#), [variant 2](#), [variant 3](#)



[3rd Place](#): motife „Another Perspektive“



This project proves impressively how easy, fast, and successful an advertisement campaign can be implemented using TRAWLIX. Max Henninger, Media and Communications at Skateistan: “We are very happy about the success of this TRAWLIX- competition. A regular advertising agency would never have given us this broad spectrum of creative concepts. As we are constantly travelling between Kabul and Germany, we simply were unable to involve ourselves to the implementation of this project. TRAWLIX handled everything for us.”

More information about TRAWLIX can be found at <http://www.trawlix.de>