

## NEWS RELEASE

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### **Arena Monbat Ruse is the new name of the multifunctional hall in the Danube city**

*The sponsorship deal will contribute to the development of sport and culture and keep young people from leaving Ruse*

**Ruse, July 3, 2018** The new multifunctional sports hall in Ruse has a new name. The venue, which was previously called Arena Ruse, will now bear the name Arena Monbat Ruse after the economic (Monbat) group signed a contract for exclusive sponsorship. The rebranded hall in the Danube city will host some of the Volleyball World Cup games in September 2018. There are more exciting forthcoming events planned for the end of the year, such as a concert by violinist Vasko Vassilev, the gymnastic competition "Danube pearl" and a Latino dance competition in November.

The hall has established itself as an attractive venue for cultural and sports events, not only within the Northeastern Bulgaria region, but also for tourists from Bucharest, the city located less than 60 km to the north, where the Monbat Recycling SRL factory is located.

At the press conference held today in the Ruse hall, Petar Bozadzhiev, member of the Board of directors of "Monbat AD" and the executive director of the economic group, announced the partnership to the media and shared their views on the development of the hall, culture and sports in the city and how business can show its responsibility towards society.

"Successful companies are responsible not only to their share holders, but also to society as a whole," said Petar Bozadzhiev. "I'm happy that Monbat is able to demonstrate its social

responsibility in such important social fields as sports and culture. Through long years of experience supporting cultural events and sports competitions such as professional tennis, cultural initiatives throughout the country, and now the sponsorship of the sports hall, which will host the Volleyball World Cup, we embrace the opportunity to really contribute to improving the social environment.”

#### **About Monbat**

As one of the leading European battery manufacturer the Monbat economic group operates in two main segments – lead-acid batteries and high-powered solutions. Represented in more than 60 countries by more than 20 different applications and industries, Monbat is a dynamically developing group, which puts its priority in the durable development of business, environment, human capital and good ideas.

[www.monbatgroup.com](http://www.monbatgroup.com)

#### **About Arena Monbat Ruse**

Arena Monbat Ruse covers an area of 6000 sq m and has a main hall with a capacity of 5100 seats and 2 training halls used by local tennis and volleyball clubs.

In 3 years the hall hosted more than 50 sport and entertainment events attended by a total of more than 80 thousand spectators.