

## České Radiokomunikace is the Titular Partner of the Jizerská 25 Race

Prague, 9 December 2025—České Radiokomunikace (CRA), technological leader and key infrastructure provider, is becoming the new titular partner of one of the most favoured cross-country ski races. For the first time, the classic 25-kilometer route will hold the title, České Radiokomunikace Jizerská 25.

The 25-km race is an integral component of the Jizerská 50 program. It has long been one of the most attractive choices for both performance and hobby cross-country skiers, as it combines the atmosphere of the legendary 50-km race with a more accessible distance and enables competitors to experience the athletic story of the Jizera mountains.

*“Jizerská 50 proves that sport has the power to connect people across places and generations. In the same way, we want to improve the interconnectedness and availability of modern technologies in the whole Czech Republic. A titular partnership with Jizerská 25 is an opportunity for us to support an event, which motivates movement, healthy living, and strong stories,”* says Anna Tůmová, director of communications at CRA.

The České Radiokomunikace Jizerská 25 will thus be a race where tradition meets modern technology. České Radiokomunikace will become a visible component of the atmosphere of the race weekend and, together with the organizers, will support the smooth running of the event uniting thousands of skiers and fans. Jizerská 25 is gaining a strong partner who has long stood behind the development of not only sporting events but primarily Czech communication infrastructure.

Jizerská 50 is based on strong stories and partnerships. Together with CRA, it aims to offer competitors not only an experience on the slopes but also the first-class service characteristic of modern sports events.

This 59<sup>th</sup> edition of the ČEZ Jizerská 50 event will take place between January and February 2026, with the 25-km race starting on Saturday, January 31<sup>st</sup>. Registration for the České Radiokomunikace Jizerská 25 and other races is open until the 18<sup>th</sup> of January, and until the 30<sup>th</sup> of December it is also still possible to use a discounted entry fee.

**České Radiokomunikace a.s.** (CRA) are leaders in the provision of digital infrastructure. In addition to broadcasting services, the company focuses on connecting the worlds of television, radio, and internet. It operates its own data centres and provides its customers superior computing power. CRA has its own fibre optic networks, and thanks to strong broadcasting infrastructure, it is also able to offer customers wireless solutions or otherwise connect nearby locations via optical fibres.