

Project title: On the bike from Balaton to Adriatic  
Acronym: Ba biking  
Project ID: HUHR/1101/1.2.2/1014  
Lead Beneficiary: Town of Križevci

### **PRESS RELEASE 01/2014**

#### **Signed Subsidy Contract for the project BA biking**

Subsidy Contract between Managing Authority of the IPA CBC Hungary-Croatia and Town of Križevci for the project "On the bike from Balaton to Adriatic" has been signed in Križevci on 30<sup>th</sup> June 2014, preceded by press conference.

Conference has been opened by project coordinator Darko Masnec and welcome address has been given by Town of Križevci mayor Branko Hrg, who has emphasized the importance of tourism as a strategic interest of Križevci, stressing the continuity of tourism projects' implementation in Križevci, i.e. the fact that this project is a sort of sequence on implemented tourism projects related to wine route and reconstruction of visitors' centre.

Mayor of Municipality of Balatonszemes, József Takács, who has also been present at the conference as a representative of Hungarian project partner, emphasized the importance of sport-recreational tourism from Municipality of Balatonszemes and the fact that the project has been developed on the basis of joint needs and interests of the two local self-governments with the possibility for widening the co-operation.

In front of the Joint Technical Secretariat of the IPA CBC Hungary-Croatia, its Head, dr. Márton Szűcs, expressed satisfaction with previous co-operation with Town of Križevci, as well as with the number and quality of the projects applied and successfully implemented by Town of Križevci within the Programme.

Before the Subsidy contract signature, project has been presented in more details by project manager Marija Podolski. It was mentioned that Town of Križevci is the Lead Beneficiary of the project "*On the Bike from Balaton to Adriatic*", while in the project also participate Project Partner Municipality of Balatonszemes and Associated Partners Koprivničko-križevačka county, Marcali Cycling Sport Association and Touristic Board City of Križevci.

Main project objective is the creation of first parts of the future Balaton-Adriatic route to ensure long-term sustainable touristic development of the region and the project's total value is 925.630,00 EUR. Major part of the project consists of reconstruction of existing bicycle paths and construction of new ones. Except from that, during the project implementation other programme activities will be conducted with the aim of better promotion of the cycling touristic potential of the area. Project implementation has started on 1<sup>st</sup> May 2014 and its duration is planned for 20 months.

