PRESS RELEASE
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LUKOIL WINS AN INTERNATIONAL PR CONTEST UNDER UNITED NATIONS AUSPICES

The International Public Relations Association announced LUKOIL as the winner of the IPRA Golden World Awards for Excellence in two categories – *Best Company for Community Engagement* and *Best Company for Promoting Tradition, Territory and Tourism* – recognizing two of the company's campaigns that helped engage a local community and promote the city of Kogalym among tourists. This year, the contest, held in cooperation with the United Nations and in line with its sustainability goals, rated projects from eighty-nine countries.

LUKOIL earned awards for the projects that promoted Kogalym, where the company began, as a center of tourism in the oil and gas producing region of West Siberia. In 2018 alone, around thirty-four thousand tourists visited Kogalym. Being a tourist attraction not only for its national color (the nomadic camps of Khanty - the indigenous people of the North are only 40 kilometers away from the city), but also for its unique cultural, sports and recreational facilities, among them: *Galaktika* cultural and sports center, housing the world's top-ten aquarium, local branch of Moscow's State Academic Maly Theatre, the church of the Holy Martyr Tatiana, where relics of Saint Tatiana, bestowed by the Roman Catholic Church in honor of the Russian Orthodox Church are attracting pilgrims from various regions of Russia in hope for healing, spiritual renovation or protection.

Kogalym becomes increasingly renowned in the web in response to the effort of popular bloggers, film and theatre actors, TV hosts, famous designers and architects, who have visited the city and now spread the word about the place.

Intensive development of Kogalym and other cities and townships in West Siberia, where LUKOIL operates, is an example of efficient cooperation between business and the state. The cooperation is regulated by agreements on social partnership concluded by the company and the government of the Khanty-Mansi Autonomous District.

Information:
Setting high international standards of open communication and business ethics practices since 1990, the IPRA Golden World Awards for Excellence is one of the

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most prestigious global annual contests relating to PR. The contest is organized by the International Public Relations Association (established in 1955) in cooperation with the United Nations Organization to recognize campaigns reflecting the spirit of UN sustainability goals.