PRESS RELEASE
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LUKOIL'S KOGALYM PR CAMPAIGN RECEIVES INTERNATIONAL AWARD

LUKOIL was announced winner of the *ICCO Global Awards* contest, one of the most prestigious international public relations events, established by International Communications Consultancy Agency (ICCO).

The company received the award for the Best Cross Cultural Campaign as a recognition of the media coverage, promoting cultural, social and tourism initiatives in the city Kogalym, Khanty-Mansi Autonomous District – Yugra, Russia.

The campaign promoted Kogalym as a city, celebrated for its unique culture and advanced social infrastructure. The city's facilities, including the first ever local branch of the State Academic Maly Theatre outside Moscow, one of the world's largest culture and entertainment center *Galaktika*, as well as the church of Holy Martyr Tatiana have become tourist attractions of growing popularity, increasing the number of guests from 60 thousand in 2018 to over 80 thousand in 2019.

Information:

According to a survey of the Institute for Strategic Communications and Social Projects, the city of Kogalym in Khanty-Mansi Autonomous District – Yugra is in the top ten of Russia's fastest growing medium cities in terms of economy and population growth.

International Communications Consultancy Agency, or ICCO, established in 1988, unites forty-one national PR and communications associations from 66 countries worldwide. In 2019, an international expert team of the ICCO Global Awards contest, rating the world's best PR projects, received applications of contestants from thirty countries.

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