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Baku, Azerbaijan

AZERTAC becomes official media partner of Baku2017 Islamic Games

Azerbaijan Islamic Solidarity Games Operations Committee have signed a partnership agreement under which AZERTAC becomes the official news agency of the Baku 2017 Islamic Solidarity Games.

The agreement was signed by Corporate Director at AISGOC Elchin Safarov and AZERTAC Director General Aslan Aslanov.

According to the agreement AZERTAC will have the right to use and publish the designated mark being Baku 2017 Islamic Solidarity Games, and then designation of “Official News Agency of Baku 2017 Islamic Solidarity Games” across its own materials and media channels.

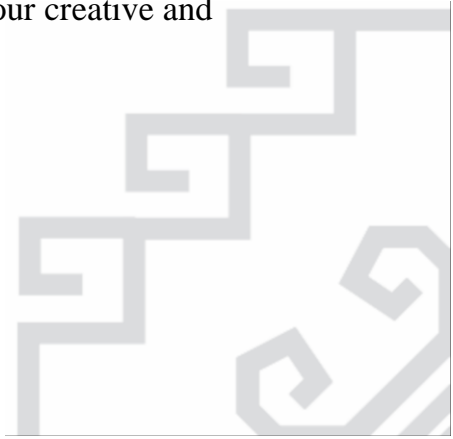
With a team of experienced journalists, photographers and cameramen providing extensive coverage of the Games, AZERTAC will be the single largest Azerbaijani media organization at Baku 2017 Islamic Solidarity Games. Its text and photographic content will be available in seven languages. In addition, AZERTAC will produce a video news stream. All this content will be available via a dedicated Baku 2017 section on the agency’s website.

AZERTAC will focus its resources on promoting Baku 2017 to the both domestic and international audiences. This will include features on international and Azerbaijani athletes competing at the Games, as well as editorials, promoting local “human interest stories”.

The signing ceremony was followed by a question and answer session with Mr.Aslanov and Mr.Safarov.

Mr.Aslanov described the signing of the agreement as “an important milestone” in the agency’s life.

“AZERTAC is making its contribution to the promotion of the Islamic Games through the world’s biggest news alliances and our partner news agencies in more than 130 countries. A couple of weeks ago AZERTAC took up presidency of the News Agencies World Congress and the Organization of Asia-Pacific News Agencies. So we will mobilize the whole of our creative and



technical resources to ensure extensive promotion of the Games” Mr.Aslanov added.

Mr.Safarov in his turn answered journalists’ questions and delighted that AZERTAC will be the Official News Agency of Baku 2017 Islamic Solidarity Games. He said: “The agency has an established reputation as a trusted source of news, not only in Azerbaijan, but also internationally. This partnership will give us an excellent platform to promote Baku 2017 and also raise awareness of the ways in which the Games will benefit the whole of Azerbaijan”.

The host of The 4th Islamic Solidarity will lead to the recognition of our country in the Islamic world. Moreover, this kind of huge sporting events it not only leads to improvements in sports field but also makes contribution to the development of country’s economy and tourism”.

The 4th Islamic Solidarity Games to be held in Baku on 12-22 May next year.