

ACTIVITIES OF GAZETA WYBORCZA

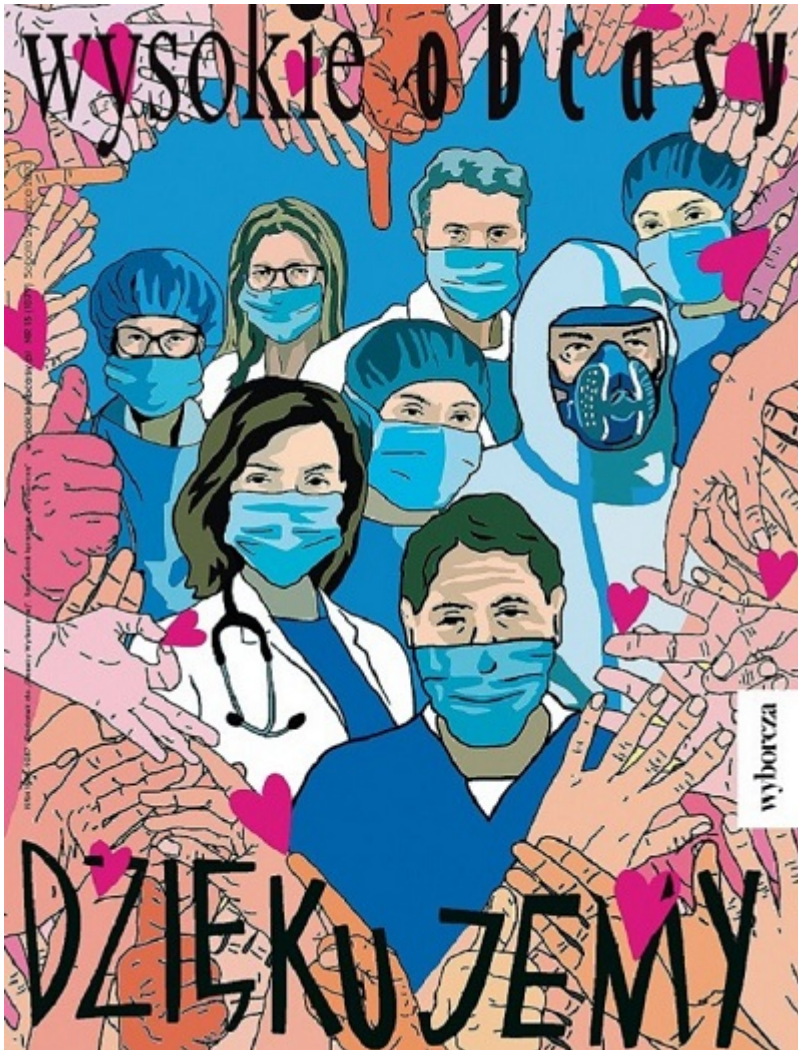


In 2020, the editors of *Gazeta Wyborcza* and *Wysokie Obcasy* have been actively involved in the aid and information campaigns related to coronavirus, among others by supporting local entrepreneurs, such as the “**Solidarity 2020. Send Some Support**” („Solidarni 2020. Prześlij trochę wsparcia”) which the editorial board of the daily launched with the Booksy app; **cooperation with renown law firms to help their readers** who had doubts about how to interpret the regulations related to government anti-crisis assistance.

In addition, it was important to provide accurate information on the pandemic and various aspects of everyday life, health and work, which have changed as a result of the lockdown. For this purpose, the “**Daily Antiviral Guide**” („Codzienny Poradnik Antywirusowy”) and “**Daily Anti-Crisis Guide - Work, Health, Money**” („Codzienny Poradnik Antykryzysowy - Praca, Zdrowie, Pieniądze”), i.e. special cycles which appeared everyday in the paper and digital editions of *Gazeta Wyborcza* were created.

In addition, due to the closure of educational institutions during the coronavirus epidemic, the editors of Wyborcza.pl prepared a **special educational website** with interesting texts and video collections, among others. in history, physics, biology and chemistry as well as materials for high school graduates and eighth graders preparing for exams.

Actions and initiatives of Wysokie Obcasy



In a symbolic **gesture of thanking the medics for fighting the pandemic** on the first front in March 2020, on one of the covers of the issue of **Wysokie Obcasy** a unique drawing by illustrator Marta Frej appeared. In this way, the editors encouraged everyone who would like to express their gratitude to the medical service to stick this cover on the window, car window or share it on social media. The poster can be downloaded [here](#).

In April, **Wysokie Obcasy** and **Gazeta Wyborcza** in cooperation with the **Kulczyk Foundation** launched a social campaign called “**Tenderness and freedom. Let's build a balance in relationships**” („Czułość i wolność. Budujmy równowagę w relacjach”), the aim of which was to **support readers in surviving the difficult time of the pandemic** and to provide ideas and reflection on how to prepare yourself and your loved ones for life in the world “after the coronavirus”. Another initiative aimed at supporting the readers in coping with reality during the pandemic was the special action “**Superheroes save us**” („Superbohaterki ratują nas”). To this end, the editors invited the participants of the “**Superhero of Wysokie Obcasy**” („Superbohaterka Wysokich Obcasów”) plebiscite - activists, stars of the stage, science and business to participate in the initiative. In a series of videos published on Instagram of **Wysokie Obcasy** they told, among other things, how to cope with quarantine or look for joy and strength in moments of doubt.