

## How Zielona Gora entered the NBA

30 years ago in the background of grey and empty stores the Pewex shops were standing out. They invited with nice scents and colourful interiors and the shelves were filled with various products. Near the Pewexes so-called 'cinkciarz's' stood for days, who sold dollars to pay in shops.



These 'cinkciarz's' dressed well and the myths were told of their fortunes.

The times changed, the Pewexes disappeared and with them the 'cinkciarz's' disappeared from the streets. However, the idea of making money on currency exchange prevailed. And it is today, really, in the times of the internet and legal services for large business scale, when it gained great popularity and makes enormous profit.

How else can you explain the fact that a company from Zielona Gora becomes a sponsor of the legendary NBA champions – Chicago Bulls, the team where Jordan and Pippen played?!

The company's name is Cinkciarz.pl and it now goes without saying what its business is. It makes enough money to advertise as a sponsor of the Polish National Football Team, the Polish basketball champions and is considered a very good employer.

Entering aboard the Chicago Bulls for seven (!) years is a true hit (!) and something that no other Polish company did. In order to promote it even more, Cinkciarz.pl brought two former Polish presidents Lech Walesa and Bronislaw Komorowski for the October's signing of the contract with the NBA team.

Piotr Bukartyk, an excellent cabaret musician and lyricist wrote a song on this occasion. Walesa and Komorowski were not presented very positively in it [[link to YouTube](#)].

PS

How is a typical American pronouncing the word 'Cinkciarz'? Even though the media over the ocean quickly came up with a manual to put together words 'chink-chash', they need not twist their tongues, Cinkciarz.pl invented new name for operating in the United States: Conotoxia.