**05.12.2024**

**Step towards an unhindered future at Yeşim Group**

**Within the scope of the “Affection Support to Life” project, Yeşim Group organized an event on December 3rd, the International Day of Persons with Disabilities with the participation of Specialist Dr. and Addiction Counselor Ali Demirel, organized a conversation titled “Beyond Obstacles: Catch the Rhythm of Life”. The speeches at the event were translated into sign language by Zeynep Aktan, Sign Language Interpreter of Persons with Hearing Impairment Association of Bursa.**

In the context of social responsibility projects focusing on social benefit, Yeşim Group organized a meaningful event on December 3, the Day of Persons with Disabilities. Within the framework of the “Affection Support to Life” project, which was implemented to contribute to the work-life balance of its employees, Yeşim Group organized a conversation titled “Beyond Disabilities: Catch the Rhythm of Life”. The conversation, held in the Grand Conference Hall, was attended by the President of the Bursa Branch of the Turkish Psychological Association (TPD) and Member of the Board of Directors of the Headquarters, Spc. Dr. and Addiction Counselor Ali Demirel was the guest. In line with the importance Yeşim Group attaches to accessibility and inclusion, the speeches in the conversation were translated into sign language by Zeynep Aktan, Sign Language Interpreter of Persons with Hearing Impairment Association of Bursa.

In the opening speech of the conversation organized within the scope of the “Affection Support to Life” project, Yeşim Group Corporate Communications Director Dilek Cesur, Personnel and Administrative Affairs Manager Yaşar Muratoğulları and Social Compliance Manager Ahmet Öztürk emphasized the meaning and importance of the day by drawing attention to the equal participation of disabled people in social life, equal opportunities in business life and the importance of raising awareness.

President of the Bursa Branch of the Turkish Psychologists Association (TPD) and Member of the Board of Directors of the Headquarters, Spc. Dr. and Addiction Counselor Ali Demirel discussed the importance of coping with stress, increasing motivation and approaching life from a positive perspective. Demirel inspired the employees by saying, “Managing stress and incorporating positive thinking into our lives is the key to overcoming the difficulties we face. Catching the rhythm of life is possible with a strong mental stance.”

The cocktail organized after the event allowed Yeşim Group employees to come together to share this meaningful day and reinforce the spirit of solidarity. In addition to raising awareness with this event, employees also had the opportunity to increase their motivation.