**27.12.2024**

**Children with Leukaemia Achieve Their Dreams with ‘Wish Tree’ Project**  
  
**Yeşim Group continues to touch every segment of the society with its social responsibility awareness. Yeşim Volunteers participated in the New Year's party organised by Bursa Association for Helping Children with Leukaemia (Bursa LÖDER) and made the dreams of children undergoing leukaemia treatment come true.**

Within the scope of the ‘Wish Tree’ project carried out in cooperation with the Social Responsibility Club in line with Yeşim Group's social responsibility approach, the New Year wishes of children being treated at Uludağ University Sabahattin Gazioğlu Pediatric Hematology and Oncology Hospital were made real. Yeşim Group Corporate Communications Director Dilek Cesur and Yeşim Group Social Responsibility Club Members came together with the children at the New Year's party organised by Bursa Association for Helping Children with Leukaemia (Bursa LÖDER). The toys that the children dreamed of were provided by Yeşim Volunteers and presented to the little ones. Through the project carried out with the voluntary support of its employees, Yeşim Group gave children with leukaemia a day full of hope and joy.

In the opening speech of the event, Prof. Dr. Adalet Meral Güneş, President of Bursa LÖDER, stated that such projects are very effective in increasing the morale and motivation of children and said: ‘Our aim is to make our children who are being treated for leukaemia forget their illnesses even for a day and to make them say hello to the new year with hope and joy. We would like to thank Yeşim Group and its volunteers for their support in this process.’

Yeşim Group Corporate Communications Director Dilek Cesur underlined that Yeşim Group cares about being present with social responsibility projects that will add value to the society and said, ‘The “Wish Tree” project, which we have been carrying out for many years and has become one of the most beautiful traditions of our company, grows and gains meaning every year with the wholehearted support of our employees. Witnessing the happiness on the faces of children here today is the greatest reward and source of motivation that the realisation of this project offers us.’

At the end of the event, children cut the New Year cake and enjoyed a day full of music and dance while having fun with face painting activities accompanied by popcorn.