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**Expressive aid from Yeşim volunteers**

**Yeşim Group contributed to children to be more prepared for winter conditions with the ‘Support for Winter, Hope for the Future’ campaign implemented in cooperation with Kalbim Seninle Charity Association.**

Yeşim Group continues to touch various segments of the society with its social responsibility approach. In this context, as part of the ‘Support for Winter, Hope for the Future’ campaign organized in cooperation with Yeşim Group Social Responsibility Club and Kalbim Seninle Charity Association, 116 special children studying at Rüveyde Dörtçelik Special Education Vocational School were provided with boots. The campaign, which was implemented in order to ensure that children can continue their education processes in healthier conditions on cold winter days, gained even more meaning with the voluntary support of Yeşim Group employees and association members. Volunteers who donated during the campaign came together at Yeşim Academy and carefully prepared the gifts. In order to share the happiness of the children, the school was visited and the boots were delivered to the children.

Stating that the spirit of social solidarity was reflected with the ‘Support for Winter, Hope for the Future’ campaign, which was launched for the first time this year, Yeşim Group Corporate Communications Director Dilek Cesur said, “Thanks to this project, which gained meaning with the wholehearted contribution of Yeşim Group employees and association members, we reached 116 special children. We delivered the boots we provided in cooperation with the Kalbim Seninle Charity Association to our children in knitted knitwear bags produced within Yeşim Group, together with scarves and beanies produced in our factory as well. This solidarity, which grew with the support of our employees, is a reflection of our sense of responsibility towards society. Witnessing the happiness on children's faces is the biggest source of motivation for us. As Yeşim Group, we believe in the power of social solidarity and continue to act with this awareness.”

Stating that the association was established after the Hatay earthquake in order to support children in the disaster area to re-adapt to life, Sebla Pamir Güler, President of Kalbim Seninle Charity Association, said: ‘’We offer financial and moral support to children in need throughout Türkiye. Although our priority at the beginning was the children in the disaster area, we started to provide scholarship support to female university students over time. Thanks to the ‘Support for Winter, Hope for the Future’ campaign, we had the opportunity to contribute to the better preparation of our special children for winter conditions. Yeşim Group's sensitivity and the support of its employees made this project even more meaningful. We were very happy to touch the lives of our children. We will continue to stand by our special children and support their educational life with the awareness of social responsibility.”

Fikri Polat and Sedef Taş Yıldız, Deputy Principals of Rüveyde Dörtçelik Special Education Vocational School, emphasised that the needs of children in special education should be prioritised and stated that such meaningful aid makes a big difference in the educational life of children. Stating that the support provided made a significant contribution to both the happiness of the children and the strengthening of the school's facilities, Deputy Principal Fikri Polat thanked Yeşim Group and Kalbim Seninle Charity Association for their sensitivity.