



**For Immediate Release**

**180 Udayan children set to celebrate their ‘Right to Play’  
at the 6<sup>th</sup> adidas Group - Udayan Care Annual Sports Day**

**New Delhi, 4<sup>th</sup> February, 2012:** Think children’s rights and the first thing which comes to mind are the rights of children to go to school or eat nutritious food.

An often ignored but nonetheless important right, is the children’s ‘Right to Play’.

Ten years ago, the adidas group committed themselves to spreading the commitment to sport amongst the underprivileged by partnering with Udayan Care. Providing a space to train, staff to interact and motivate and sporting equipment, children began to see sport not only as an outlet, but a possible career.

For the last five years, Udayan Care, in partnership with the adidas Group, has celebrated the children’s right to play by dedicating one day only to sports. Known as the ‘**adidas Group-Udayan Care Annual Sports Day**’, it brings together children from 12 Udayan Ghars spread across Delhi, NCR, Jaipur and Kurukshetra, where they exercise their right to the fullest. This year too, 180 children from all Udayan Ghars will participate in this event, marking the 6<sup>th</sup> edition of the Sports Day.

Beginning with barely a hundred children from 6 Udayan Ghars in Delhi & NCR five years back, today the adidas Group - Udayan Care Annual Sports Day has grown and become a valued initiative. It is the sustained commitment of adidas and Udayan Care which is largely responsible for this success. The partnership goes well beyond the conventional corporate sponsorship of charitable events, as teams at both organizations bring incredible levels of personal commitment and passion to the event year after year.

Adds the Founder and Managing Trustee of Udayan Care, Dr. Kiran Modi, “The Adidas Group – Udayan Care Annual Sports Day initiative is based on Udayan Care’s belief that sports are integral to children’s overall development. This celebration gives children ample opportunity to improve their sporting skills, as well as imbibe qualities of team work and true sporting spirit.”

In order to provide our children a holistic childhood, Udayan Care has also tied up with some of the sports academies such as the Delhi Lawn Tennis Academy and Nischay Cricket Academy for Lawn Tennis and Cricket, respectively. In fact, children from one of our Ghars will soon be taking coaching for Taekwondo! Football, Basketball, Lawn Tennis, Cricket, Badminton and Table Tennis are some of the sports popular among children at our Ghars. Already winning prizes for their sporting abilities, many of our children are also thinking of taking up sports as a full time profession when they grow up. For some others, however, it’s just something they do for the sheer love of sports.

Address: 16/97 A, 1<sup>st</sup> Floor, Vikram Vihar, Lajpat Nagar- IV, New Delhi-110024,

Phone No: 011- 46548105/ 46548106, E-mail: [info@udayancare.org](mailto:info@udayancare.org)

Website: [www.udayancare.org](http://www.udayancare.org)



### **About Udayan Care:**

Udayan Care is a registered Public Charitable Trust that nurtures children who are orphaned or abandoned at Udayan Ghars. Udayan Care also supports higher education of girls and enables communities to train themselves in vocations, by engaging socially committed individuals, who provide a transformative, nurturing and mentoring environment, to help them realize their full potential.

17 years ago, Udayan Care started with the belief that a loving family and home is the rightful privilege of every child. However, the 31 million children in India, who are orphaned and abandoned, are deprived of their first line of protection - their parents. Udayan Ghars were initiated to make sure that they do not remain 'nobody's children', but enjoy childhood in a simulated family environment, being nurtured by a group of socially committed, civil society members, who voluntarily commit themselves to groom the children like their own.

With a vision "To Regenerate the Rhythm of Life of the Disadvantaged", in 17 years, Udayan Care initiatives have transformed the lives of over 7500 children and youth in 7 states of India. **For any queries please contact: Dr. Kiran Modi at 9810132736; email: [kiranmodi@udayancare.org](mailto:kiranmodi@udayancare.org) , [kiranmodi@hotmail.com](mailto:kiranmodi@hotmail.com)**

### **About Udayan Ghars**

Each Udayan Ghar is a home that operates on a unique model called LIFE (Living in Family Environment) where lifetime volunteer mentor parents run the home with about 15 children. Ghars are located in popular neighbourhoods and children attend private, English medium schools, and participate in vocational training and mental health programmes that help integrate them into a safe and productive community. The children in the Homes are between the ages of 6 and 18 years.

Children have access to play areas where they play cricket, football and cycle. Children regularly attend educational and recreational workshops. Conscious efforts are made for children to participate in seasonal camps that offer sports, games, songs and create a sense of belonging. The children enjoy celebrations on birthdays and holidays!

Address: 16/97 A, 1<sup>st</sup> Floor, Vikram Vihar, Lajpat Nagar- IV, New Delhi-110024,

Phone No: 011- 46548105/ 46548106, E-mail: [info@udayancare.org](mailto:info@udayancare.org)

Website: [www.udayancare.org](http://www.udayancare.org)