



## NEWS RELEASE

**For immediate release**

Contact: Dr. Kiran Modi

**at 9810509654** or

E-mail: [meenakshi.kohi@udayancare.org](mailto:meenakshi.kohi@udayancare.org)/  
[meenakshi672003@yahoo.co.in](mailto:meenakshi672003@yahoo.co.in)

### **165 children celebrated the spirit of sport at The 5<sup>th</sup> Adi Dassler Udayan Care Sports Day**

**New Delhi, January 11, 2011** – As we move into the New Year and brace a blistering winter, children are warmed up at the 5<sup>th</sup> Adi Dassler Udayan Care Sports Day. The spirit of the Adi Dassler Sports Day is about ensuring children their right to a holistic childhood, while creating awareness and sensitizing people for child rights in India. In its 5<sup>th</sup> consecutive year, this year the sports meet brought together 165 children from 12 Udayan Ghars in Delhi, UP, Haryana and Rajasthan at the Banyan Tree School on Jan 9<sup>th</sup>

Adds Dr. Kiran Modi, “The Adi Dassler Udayan Care Sports Day initiative is based on Udayan Care’s belief that integral to children’s overall development, is striking a balance between academics and recreation. This celebration gives children ample opportunity to improve their sporting skills, as well as imbibe qualities of team work and true sporting spirit.

The 5<sup>th</sup> Adi Dassler Udayan Care Sports Day saw children in a fun match with veteran cricketer Nikhil Chopra who bowled as children batted. Said Nikhil, “its wonderful to see children being ensured their right to a home & family and education. I would love to support Udayan Care’s work in any way I can”.

There was also a shoe box race, belly balloon race which required high team spirit and get dressed race where the mentor mothers had to dress their children in winter clothing and send them to the finishing line!

Beginning four years ago, with barely a hundred children from 6 Udayan Ghars in Delhi & NCR, today the Adi Dassler Udayan Care 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.

16 years ago, Udayan Care started with the belief that a loving family and home is the rightful privilege of every child. However, the 25 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.

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**About Udayan Care:**

Udayan Care is a registered Public Charitable Trust. Udayan Care provides homes to children who are orphaned while also giving girls financial and development support to continue higher education and 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. [www.udayancare.org](http://www.udayancare.org)