

PRESS RELEASE

## Swimming, laughter, activities and new friends: Croatia's Studenac sponsors vacations for children from single-parent families

*As part of the retail chain's Orange Fish project, a total of 60 children from single-parent families spent unforgettable days on a summer vacation in Veli Lošinj.*

**July 18, 2024** – Sun, sea and laughter marked the final activity of the Orange Fish project initiated by the retail chain Studenac in collaboration with its partners the Mali zmaj Society for the Improvement of the Quality of Life of the Poor, the LET Association and the Center for Reproductive Mental Health. The project provided children from single-parent families with an unforgettable summer holiday in Veli Lošinj on Croatia's Adriatic coast. During the sunny days of the first two weeks of July, two groups of 30 children each stayed at the Dugo Selo children's retreat center, where they had the opportunity to enjoy the sea, participate in various sports and creative activities and form new friendships they will cherish for a lifetime.

The children, aged 9 to 15, enjoyed daily swimming, games and activities on the beach, such as swimming, canoeing and stand-up paddleboarding, as well as other joys of a summer vacation with their peers. There were also plenty of activities on land: they eagerly played table tennis and other group games, which provided them with opportunities for fun and learning new skills, and also for boosting self-confidence, developing team spirit and building new friendships. One of the most exciting moments, as voted by most of the children, was a boat trip where they could watch dolphins, frequent visitors to the waters around Veli Lošinj.

"I don't often get to go to the sea, and this has been really amazing," said one of the boys. "What I liked the most was when we went to see the dolphins and then jumped from the boat into the sea. It was really, really great!"

"This is the best summer vacation I've ever had," added one of the girls. "We swam, played, and I made a lot of new friends, which was really nice, even though it wasn't easy at first going with kids I didn't know before. But now I can't wait to tell my mom and my friends back home."

The goal of the Orange Fish project was not just to take children on a summer vacation – although that was one of the main and most beautiful activities, and particularly important given that every third single-parent family lives at risk of poverty, and half of single parents cannot afford everything their children need.

The broader aim of Studenac and its partners was to draw attention to the challenges faced by single-parent families, who make up almost 20% of all families in Croatia, and to raise public awareness of the everyday challenges of this vulnerable group.

"Seeing the smiles on the children's faces and hearing their stories about new experiences and friendships confirms the importance of such initiatives," said Anja Škulje Makjanić, Project Manager of Corporate Communications at Studenac. "This project is just the beginning of our commitment to supporting single-parent families and the community we live in. We are happy that the experiences the children had on this vacation contributed to their personal growth and development, which is further proof of how important it is to support these families and provide them with opportunities they might not otherwise have, in a safe



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and supportive environment,” she added, thanking all project partners and Studenac customers who strongly supported the initiative through their own donations via the Moj Studenac app.

The Orange Fish project demonstrates how companies can use their strength to bring about positive changes in society by supporting the most vulnerable community members and creating opportunities for their development and empowerment.