



PRESS RELEASE

With the start of the new school year, Studenac launches a new phase of the Orange Fish programme: back-to-school packs, free training sessions and tutoring

Sixty children from single-parent families are heading back to school with new backpacks and school supplies, sports equipment, and various other essentials – items their parents didn't have to worry about this year

Zagreb, 4 September 2025 – Studenac has successfully launched a new phase of *Orange Fish*, its platform designed to provide concrete and long-term support to single-parent families. To mark the beginning of the new school year, Studenac prepared back-to-school packs for 60 children from lower and upper primary grades as well as secondary schools, ensuring a confident and well-equipped return to the classroom.

Children and parents from the Zagreb area collected their packs at a joint gathering with programme partners, where they received everything needed for the start of the school year – from school backpacks, stationery and notebooks to sports equipment such as trainers, hoodies, sports bags and water bottles, as well as hygiene products and multivitamins. For children from other cities, the packs were sent by post to ensure they arrived at their home addresses before the start of the school year.

Alongside the distribution of school packs, Studenac reminded parents and pupils of the option to enrol in free training programmes at partner sports clubs and announced free tutoring sessions that will become available to children later this autumn.

“When we presented this year’s project activities, we were very clear – we will support children and parents throughout the year and during moments that matter to them. After a successfully organised summer camp, we continued to expand our partner community and prepare everything needed for the new school year. I am proud that more than 20 partners – companies, associations, clubs, institutions and individuals – have joined us in just three months. Today, Orange Fish is a platform that brings together a community of people and organisations dedicated to improving the lives of a group that includes more than 200,000 families in Croatia,” said Tatjana Spajić, Director of Corporate Communications at Studenac, at the gathering.

Support for the back-to-school packs was provided by Intersport, Decathlon, Narodne Novine, Eurocom, Lipa Mill, TOZ Penkala, Hrvatski Telekom and Salvus, while Melem prepared a small token of appreciation for children and parents.

“Thank you for everything you have done for my children. This project means so much to all of us, as it has given us memories we will cherish for a lifetime. All the activities enabled through Orange Fish teach my children important life values such as togetherness, gratitude and



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friendship,” said a single mother of four, two of whom are participants in the Orange Fish programme.

“I’m really happy to be part of the Orange Fish project. I received a pack with everything I need for school – notebooks, pencils, crayons, a backpack... Now I feel ready for the new school year! I was also thrilled about the summer camp, where I made new friends, swam and played every day. This has been the best summer of my life,” said a ten-year-old girl.

The initiative was also supported by the Croatian Olympic Committee, which donated the interactive *Olympic Starter Book* for the youngest participants. At the Zagreb gathering, children and parents were addressed by Dr Ana Popovčić, author and Head of the Committee for the Promotion of Olympic Values, the Olympic Movement and Scientific Achievements in Sport at the Croatian Olympic Academy, who further encouraged them to take part in free sports programmes.

Children from single-parent families can attend free sports programmes thanks to Orange Fish partners

According to research on the challenges faced by single-parent families in Croatia, conducted in May by the Improve agency and the LET Association for the Orange Fish platform, as many as 31% of school-age children from single-parent families are not involved in additional sports or arts activities. Nearly half of these parents cite financial constraints as the main reason.

For this reason, Orange Fish brings together sports clubs and associations willing to offer free memberships to children whose parents are unable to afford regular fees. Partners currently include Gymnastics Club Osijek Žito, Gymnastics Club Rijeka, Swimming Club Zadar, Dance Centre Zagreb by Nicolas, Zagreb-based Softball Club Princ, and several Split-based clubs: Karate Club Galeb, Taekwondo Club Galeb, Mizzfits BJJ & Judo Club Tori and Cheerleading Club Sedmi vjetar. More details are available via the project website.

The Zagreb gathering was also attended by Nicolas Quesnoit, dancer and owner of a dance centre that joined the programme to provide free training sessions for children whose parents cannot afford monthly memberships. “I am proud that my dance centre is part of this meaningful initiative, full of activities designed for these children. Orange Fish goes beyond the idea of a ‘goldfish wish’ – the happiness on these children’s faces is genuine, and a happy child is all we can wish for,” he said.

Free tutoring and educational materials coming soon

To further support children from single-parent families in their education, Studenac will soon publish educational materials on the Orange Fish platform and introduce free online tutoring. Research shows that 44% of single parents are unable to afford additional tutoring for their children, compared to just 9% of two-parent families. In response, and in cooperation with teachers and educators, learning support content will soon become an integral part of the platform.

Orange Fish: the first comprehensive platform supporting the everyday lives of single parents and their children



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Orange Fish is Studenac's corporate social responsibility project. Activities began last year with the organisation of a summer camp for children from single-parent families, and this year the initiative has grown into a comprehensive support platform.

The first activity in 2025 was a study on the challenges faced by single-parent families in Croatia, conducted in May by Improve and the LET Association. The results formed the basis for designing platform activities tailored to real-life needs and feedback from parents and children. In line with the findings, Studenac once again organised a summer camp this year, launched an interactive website with useful and inspiring content, and introduced the latest activities focused on a confident and supported return to school.

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