

## MORE THAN 500 RUNNERS WILL SUPPORT DEJME DĚTEM ŠANCI IN THIS YEAR'S RUNCZECH SERIES OF RUNNING RACES

**Prague, 27<sup>th</sup> March, 2014** – At a press conference held this morning, Thursday, 27<sup>th</sup> March, 2014, a team from **DEJME DĚTEM ŠANCI o.p.s.** (“**DDŠ**”), discussed its’ first year’s involvement in the “RunCzech” series of long-distance running races, and confirmed that nearly 500 participants have already registered to run for the charity in this year’s races. The cooperation with “RunCzech” was launched in the fall of 2013, when it was announced that the Czech actor Dalibor Gondík would be the Patron of DDS’s ‘I Run for Kids’ project.

The ‘I Run for Kids’ cooperation with RunCzech includes the Sportisimo Prague Half Marathon and Volkswagen Prague Marathon, as well as the regional Mattoni Half Marathons and the Birell Prague Grand Prix. This is not, however, the first time that runners have supported the charity. Last year, the first-ever ‘Prague Barefoot Run’ in Ladronka Park raised more than 100,000 CZK for the charity’s ‘I Wish...’ project, and this year the Prague Barefoot Run hopes to raise even more for the **DDŠ** ‘Support Me...’ project. Runners are also able to support the charity by purchasing ‘I Run for Kids’ T-shirts at discounted prices.

Next year DDŠ plans to organise their own running project in order to make it possible for people of all ages, regardless of their fitness level, to support the charity.

Between the 250 runners running for DDŠ in the first run of the RunCzech season, the Sportisimo Prague Half Marathon, will be the Patron of the ‘I Run for Kids’ project, Dalibor Gondík, as well as the World Champion athlete Barbora Špotáková, and Roman Šeberle, plus the Czech actors Aleš Háma and Jakub Wehrenberg.

Talking about the ‘I Run for Kids’ Project, Michaela Chovancová, one of the Founders and Director of **DEJME DĚTEM ŠANCI**, said:

*"I believe that long distance running races in the Czech Republic can create a tremendous opportunity for supporting charities and helping people in need, just as they do all over the world. Our aim is to show companies that just by participating in a team relay, they can support the children. For example, employees can bet on their teams and the employer can then double the bet, enabling everyone to do something good whether they have run or not. Plus the children themselves can participate in the activity as well."*

**DDŠ** has been operating throughout the Czech Republic since 2011, and it has already built a name for itself through its extensive work with children and young people that have grown up in children homes throughout the Czech Republic. **DEJME DĚTEM ŠANCI o.p.s.** was the brainchild of Michaela Chovancová, who recognised that many of these children completely lose their way once they turn 18, or when they have finished their

studies and leave their respective homes, as they no longer have the help and support of regular government programmes. **DDŠ** helps the children to have a much brighter future when they reach the age of independence. Since 2011, through its various different activities, the charity has raised almost 5 million CZK to directly support more than 2,000 children.

In addition to '1 Run for Kids', **DDŠ** has several other projects that involve the general public in fund-raising in a fun and imaginative way. These include the 'Help me to live...' project, which includes a scholarship programme to support students pursuing further education, provides 'starter packages' for children first venturing out on their own, and offers direct help with finding a first job, and the 'Support Me' project that enables individuals or companies to support a child that is growing up in a children's home with a view to enabling him or her to be able to stand on their own two feet when they eventually leave to go out into the grown-up world.

For more information about **DEJME DĚTEM ŠANCI** and its running projects, please visit [www.dejmedetemsanci.cz](http://www.dejmedetemsanci.cz).

**Contact:**

Tereza Tkadlecová  
Executive Assistant to the Director  
Tel: 734 734 856  
E-mail: [tereza@dejmedetemsanci.cz](mailto:tereza@dejmedetemsanci.cz)  
Web: [www.dejmedetemsanci.cz](http://www.dejmedetemsanci.cz)  
FB: [www.facebook.com/DejmeDetemSanci.cz](http://www.facebook.com/DejmeDetemSanci.cz)

JWA Prague, s.r.o.  
Barbora Müllerová  
Slezská 63  
130 00 Prague 3  
Tel: +420 242 454 740  
E-mail: [barbora@jwa.cz](mailto:barbora@jwa.cz)  
Web.: [www.jwa.cz](http://www.jwa.cz)

**Notes for Editors:**

**DEJME DĚTEM ŠANCI o.p.s.:**

DEJME DĚTEM ŠANCI o.p.s. ("LET'S GIVE CHILDREN A CHANCE") provides comprehensive assistance to children from children's homes throughout the Czech Republic, especially when they start their independent lives. At the same time, it offers companies and individuals the opportunity to support a specific child growing up in a children's home, enabling them to support something that is credible and financially acceptable. At present, the charity is cooperating with 30 children's homes in all regions of the Czech Republic and more than 200 children are continuously included in its projects. More information and a list of children that can be helped can be found on [www.dejmedetemsanci.cz](http://www.dejmedetemsanci.cz). DEJME DĚTEM ŠANCI o.p.s. is a member of AVPO – the Association of Community Organizations (Asociace veřejně prospěšných organizací) that brings together organizations that have as their top priorities transparency and professionalism in carrying out their community service.