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**Yeşim Group Unites for Goodness Towards a Sustainable Future**

**As part of its annual “Sustainability Month” held every September, Yeşim Group organized a meaningful event in collaboration with the Turkish Education Foundation (TEV). With the participation of partner institutions and social clubs, the “Do a Good Deed, Make a Difference Day” once again underscored Yeşim Group’s vision of social responsibility in support of a sustainable future.**

This year’s “Do a Good Deed, Make a Difference Day,” hosted with the enthusiastic participation of Yeşim employees, aimed to support the Şükrü Şankaya Scholarship Fund, implemented in cooperation with TEV. Business partners and social clubs came together with Yeşim employees throughout the day, contributing to the fund established in memory of the late founder Şükrü Şankaya.

The organizations that supported the event by contributing to the Şükrü Şankaya Scholarship Fund gathered with Yeşim employees in the “Gardener Hüseyin Amca Tunnel.” TEV’s active presence throughout the day further strengthened the spirit of solidarity. Employees were able to make instant contributions to the fund via a specially prepared QR code, with donations providing lasting value by illuminating the educational journey of young female university students.

Throughout the day, participants also visited stands that highlighted the social dimension of sustainability. In addition, they left their fingerprints on a specially prepared “sustainability tree,” symbolically demonstrating their commitment to a more livable world.

In her opening remarks, Yeşim Group Corporate Communications Director, Dilek Cesur, emphasized the importance of collaboration, stating: “On the 20th anniversary of the passing of our founder, the late Şükrü Şankaya, we once again remember the importance he placed on education, guided by the philosophy he left us, ‘People First.’ As a concrete reflection of this understanding, through the Şükrü Şankaya Scholarship Fund implemented in cooperation with TEV and named in his honor, we support the educational journeys of our female university students on this special day. The solidarity demonstrated by our partners and employees during ‘Do a Good Deed, Make a Difference Day’ further amplifies the value created by this fund. For us, these contributions are not merely donations, but lasting investments in raising strong and independent individuals for the future. This collaboration stands as one of the most tangible symbols of our social solidarity, while also strengthening our belief in a sustainable way of life. I would like to thank all our partners who are shedding light on the educational paths of our young women.”

By embracing sustainability as one of its core values, Yeşim Group continues to bring its employees together every year through activities that foster environmental and social awareness. With this year’s “Do a Good Deed, Make a Difference Day,” Yeşim Group once again supported education and reaffirmed its commitment to developing innovative projects and creating awareness for a sustainable future.