



**Amrop**

PRESS RELEASE

### **Slovak Amrop ran to help children**

The running team of Slovak Amrop on the first Sunday of September was for the fourth time at the start of the charity run to support Children's Safety Line. Even though Amrop finished only fifth and did not defend the second place from the previous year, the main goal was achieved. Videlicet, Amrop throughout the whole year under the tagline *HR for Children. THANK YOU!* actively communicates with broad HR community to unite it for a good cause. Based on long term partnership with Children's Safety Line, national project of Slovak Committee of UNICEF, also this year Amrop supported one of its main fundraising activities – 21 km for children that took place on September 8, 2013 at Partizánska lúka in Bratislava.

As Mario Fondati, Partner at Amrop and coordinator of the initiative, said that main ambition is to attract and invite as many runners as possible from colleagues, clients or business partners. „*The money raised through registration fees of the runners under the initiative HR for Children. THANK YOU! goes directly to the account of Children's Safety Line. Every euro is used to help children and families in peril. This run is not about image, but it is about the specific help provided 24 hours 365 days a year,*” said Mario Fondati. This year Children's Safety Line raised 7,740 EUR thanks to 160 runners.

Those interested to help could support this cause also in different ways – for example they could sponsor a runner, spread information about the event or participate in auction on [www.ludialudom.sk](http://www.ludialudom.sk) where one could buy the starting number 1 or other benefits. Amrop bought in auction the honor to start the main run, traditional half marathon (21 km) – this role was performed by Mario Fondati who after the sporting event also decorated winners of the Family run for families with children younger than 12.

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