

“Altın Çiçeğin Peşinde” has set out to reach thousands of children with exciting adventures!

A GIFT FOR CHILDREN FROM KOÇ

Launched by Koç Holding in 2006, ‘*Sizinkiler*’ has introduced over 150,000 children to theater in the last three years, and aims at reaching 25,000 children in 2009. As part of the tour that will take place from October 20th to November 29th this year, the musical children's play 'Altın Çiçeğin Peşinde' will follow a route totaling 2,700 km, providing a theater experience for children in 13 cities free of charge and nurturing future environmentalists .

Following in the footsteps of its founder, the late Vehbi Koç, Koç Holding has completed numerous community projects. He once said, “ We exist as long as our country exist.” The musical children’s play *Sizinkiler* was launched by Koç Holding to help contribute to the mental and cultural development of children and in 2009 it will introduce approximately 25,000 children in 13 cities to the enchanting world of theater. The first showing of *Altın Çiçeğin Peşinde*, which will be staged as part of the *Sizinkiler* tour, will take place in Adapazarı on October 20th 2009. The tour program will continue until November 29th including 13 cities in 3 regions.

The project was launched in 2006, the 80th anniversary of Koç Holding, which aims especially to reach children and young people with our corporate social responsibility projects and thus far over 150,000 children have been introduced to theater. The play entitled, *Altın Çiçeğin Peşinde*, has been staged 220 times in 37 provinces traveling a total of 21,000 kilometers in three years. The goal in 2009 is to explain to children how important it is to protect the environment in fun and entertaining language.

Reaching 25,000 children traveling a route of 2,700 km

The *Sizinkiler* cartoon characters, which were created in 1991 by the famous caricaturist, Salih Memecan, and followed keenly by children everywhere, will begin touring this year in Adapazarı with the musical children’s play entitled *Altın Çiçeğin Peşinde* staged by BKM. After Adapazarı, the play will be staged in Bolu, Karadeniz Ereğli and Zonguldak by turn and then for the children of Istanbul on October 24-25. Then, it will move to Karabük, Kastamonu, Çorum, Amasya, Çankırı, Kırıkkale, Ankara and Bursa before its final performance in Istanbul. *Altın Çiçeğin Peşinde* will travel a total of 2,700 km in more than one month aiming to create through theater a positive perception in children of both art and the importance of protecting the environment.

Environmental education in cooperation with the TEMA foundation before the performance

As part of the *Sizinkiler* tour, a brief educational presentation regarding the environment will be given to the children who come to watch the play. The text is inspired by the educational program given to students in various provinces by the *For My Country Project*, which has been active since 2006, will be shared with the students who fill the auditorium before the show. As a result, the children will not only experience the exhilaration of the theater but they will also obtain basic information about environmental protection. As the children watch the theater, parents will have the opportunity to attend seminars given by the educator Elif Koca in the foyer free of charge. The children who watch the theater as part of the *Sizinkiler* Tour this year as is the case every year will take home the 100-piece *Sizinkiler* Puzzle as a gift.

WHERE TO OBTAIN TOUR PROGRAM AND TICKETS FOR *SİZİNKİLER* 2009

DATE	LOCATION	VENUE	BOX OFFICE TELEPHONE
Tuesday, October 20th	ADAPAZARI	AKM	0264-2821999
Wednesday, October 21st	BOLU	PROVINCIAL DIRECTORATE OF CULTURE	0374-2124355
Thursday, October 22nd	KRZ.EREĞLİ	AKM	0372-3161484
Friday, October 23rd	ZONGULDAK	AKM	0372-2511363
Saturday, October 24th	İSTANBUL	BKM	0212-2361818
Sunday, October 25th	İSTANBUL	BKM	0212-2361818
Tuesday, October 27th	KARABÜK	YENİŞEHİR CINEMA	0370-4153462
Wednesday, October 28th	KASTAMONU	PUBLIC EDUCATION CENTER	0366-2129424
Thursday, October 29th	ÇORUM	STATE THEATER	0364-2133343
Friday, October 30th	AMASYA	SPECIAL PROVINCIAL ADMINISTRATION SALON	0358-2181322
Saturday, October 31st	ÇANKIRI	CULTURAL CENTER	0376-2131508
Monday, November 2nd	KIRIKKALE	CULTURAL CENTER	0318- 2242684/126
Tuesday, November 3rd	ANKARA	50 th YEAR CULTURAL CENTER	0312-2843033
Wednesday, November 4th	BURSA	BARIŞ MANÇO CULTURAL CENTER	0224-3661013
Saturday, November 7th	İSTANBUL	BKM	0212-2361818
Sunday, November 8th	İSTANBUL	BKM	0212-2361818
Saturday, November 14th	İSTANBUL	BKM	0212-2361818
Sunday, November 15th	İSTANBUL	BKM	0212-2361818
Wednesday, November 18th	İSTANBUL	BKM	0212-2361818
Saturday, November 28th	İSTANBUL	BKM	0212-2361818
Sunday, November 29th	İSTANBUL	BKM	0212-2361818