**Orbit supported SOS Children’s Villages for the third time. Underprivileged children will be donated another 11 243 788 HUF**

***Budapest, November 28, 2018 –* Every child deserves to smile. And for the third time Orbit managed to give a reason to smile even to underprivileged children from SOS Children’s Villages. During third year of Smile Back campaign Orbit gathered 11 243 788 HUF which the NGO will use to cover expenses of taking care of children in need. The campaign was successful in its other activities as well which even though they are not as easily measurable are just as important for children’s smiles – raising awareness of proper dental hygiene and support of children’s self-esteem. You can find more information including how even you can help SOS Children’s Villages on** [**www.orbit.hu/gyermekmosoly**](http://www.orbit.hu/gyermekmosoly)**.**

This year Smile Back campaign lasted from August 23 to October 7. Orbit had in advance promised to give 1% from cost of all of its chewing gums sold during these six weeks to SOS Children’s Villages. Thanks to this promise the NGO will be given 11 243 788 HUF. Even more finances were gathered thanks to cooperation with partners OMV and Auchan who decided to donate extra 1 % from all chewing gums sold in their shops. Final amount which is going to be spent on taking care of underprivileged children therefore grew to beautiful 11 243 788 forints. The finances are going to be used for general maintenance of SOS Children’s Villages.

*’’OMV Hungária has always attended to social responsibility, so according to our brand promise ’’Giving more,’’ we are striving to do more not only in our service-station network but also in the charity work. We are proud to have contributed to the support of SOS Children’s Village, like last year. We offered some of the revenue of Orbit products purchased at our stations to help them work’’* said Tibor Balogh, Managing Director of OMV Hungária, vice president of the Hungarian Petroleum Association.

*’’Children’s smile is the most important thing in the world for us. We make a home to 400 children in SOS Children’s Village in foster families. Each child had a difficult life because their parents couldn’t care for them properly. We are always standing by the children’s side for several years. We support them to process their injuries and bring back their childhood. The most important is the safe, predictable home for them what we mean to them. To help ensure this, Orbit support to us”* said Ágnes Romet-Balla, Director of Fundraising and Communication at SOS Children’s Villages.

Beyond the financial help Orbit also prepared dental workshops focused on proper dental hygiene and all children were given dental kits containing everything necessary for it. To further support children’s self-esteem Orbit organized meet and greet with popular stand-up comedian István Dombóvári. Together they shot a video about smile and its importance in day to day life which is often being forgotten even by adults.

“*We are delighted that third year of “Smile Back” made people want to help again and that we managed to gather truly beautiful sum of money. Children’s smiles are prove that the campaign helps right where it is needed the most*,” Denisa Žideková, Orbit Brand Manager for Central Europe, summarized success of Smile Back project.

**Find out more on:** [**www.orbit.hu/gyermekmosoly**](http://www.orbit.hu/gyermekmosoly)

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