

TASHIR

External communications department

Press release

May 16, 2016

Tashir supports international humanitarian mission Sails of the Spirit

Tashir Group became sponsor of Sails of the Spirit, an international humanitarian mission and organizer of a regatta on lake Sevan. Physically challenged and healthy participants trained and competed in mixed teams from April 29th to May 7th. Sails of the Spirit initiative is founded by the Russian independent non-profit organization Belaya Trost.

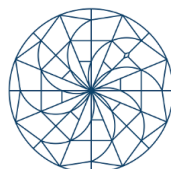
Expeditions under the Sails of the Spirit flag began in 2011 and soon took on the features of a humanitarian mission. The sailors learn maritime skills and establish friendly connections with people and organizations in the countries they visit. Sails of the Spirit holds projects with like-minded people of the Netherlands, Germany, Latvia, Estonia and Cuba. The project team stages presentations, guest talks, roundtables and workshops where expeditions and regattas take them.

The Armenian event's main purpose is to get prepared for the Russia's First Open Championship in inclusive yachting and a round-the-world expedition to take place in 2017. More than 20 participants from several countries sailed over Sevan.

“The camp of the Sails of the Spirit that gathered people from all across Russia, Armenia and France in May confirmed that we have set the right goal for our common efforts. It was also an example of cross-national cooperation of state and public organizations, businesses and individuals. This is real inclusion—interaction of the disabled with other social groups, which is very important,” said Oleg Kolpashchikov, President of Belaya Trost.

The inclusive team trained with Armenian yachtsmen before the regatta. Also, Belaya Trost held several meetings with public organizations of Armenia, as well as roundtables, and workshops to promote inclusivity.

“Events like this help the disabled be more appreciated socially around the world. They go with healthy people on regattas and expeditions, learning to live together, work, conquer the elements and distance, develop their talents and abilities. I'm sure



the inclusive camp at Sevan has a positive influence on all who participated and whom we met in Armenia. Sails of the Spirit brings together achievers and overcomers who can inspire others with their example to develop and grow no matter what the obstacle. This is congenial, because we believe that only by developing our strengths and mastering our potential can we attain the highest goals,” said Zara Ajemian, Head of Marketing and Corporate Communications of Tashir Group.

“We received substantial support from the Russian Center of Science and Culture, which promotes international cooperation for social advancement, and Tashir Group, which exemplifies how philanthropy can translate into effective social investment and a better future for diverse people, nations and countries,” said Mr. Kolpashchikov.

Other partners included the Armenian National Federation of Accessible Sports, the Russian embassy in Armenia, the Russian Center of Science and Culture in Yerevan and independent non-profit organization Association Valentin Haiÿ (France).

Tashir Group

Tashir is a diversified federation-wide group of companies founded in 1999 and uniting over 200 companies in various sectors of Russia’s economy, including construction, manufacturing, finance, energy, development, and retail. Its staff totals over 45,000 people. The company’s geography covers over 25 cities of Russia and neighboring states. Tashir’s founder and President is Samvel Karapetyan; the company is headquartered in Moscow. www.tashir.ru.

The Group’s primary business is development and managing of commercial real estate, with a focus on retail estate. Tashir is a leader in development in Russia and has so far built 2.5 million sq m of modern, hi-tech commercial and residential real estate.

Social movement Belaya Trost

Belaya Trost is an independent non-profit organization from Yekaterinburg, Russia. The project seeks new approaches to social rehabilitation of the disabled. Its mission is to enable their social and business performance, establish connections to the “healthy” society, promote independence in money matters and day-to-day life.

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