

SAJTÓKÖZLEMÉNY

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DRAWINGS OF YOUNG AUTISTIC PEOPLE ON THE NEW TELEKOM UNIFORM

Using the scarves of the Autistic Art Foundation, Telekom relates the message about the importance of acceptance and caring approach

- Sales associates working in the shops of Magyar Telekom will wear scarves with creations of young autistic people all around the country
- The first scarves were received by shop managers on September 29, 2016 in Kecskemét
- This is the first time for Telekom to demonstrate the company's social responsibility related activities in such a way in the shops

Telekom renews the uniform of the company's sales associates working in the shops. The floss scarf is an important accessory of the new uniform, featuring drawings of young autistic people, creating within the art program of the Autistic Art Foundation. The first batch of almost 100 such scarves were handed over by Gyenes András, chief officer of Telekom responsible for residential services and Bella Viktória, managing director of the Foundation to the company's shop managers in Kecskemét, on September 29, 2016. The scarves are expected to be seen all around the country in the Telekom shop network from late October, worn by female associates.

The current promotion is part of the strategic agreement signed by Telekom with the Autistic Art Foundation this year in March. „Sustainability is close to our hearts, therefore we pay special attention to those living with deficiencies and to intensifying or socially responsible approach towards them. In the frame of our cooperation with the Autistic Art Foundation, by thinking and acting together our goal is to raise the emotional awareness of society, building upon social ties and approaches” – said Somorjai Éva, chief HR officer of Telekom on the occasion of handing over the scarves. „These scarves therefore also serve as symbols, because through them we intend to raise awareness of the society about the importance of social acceptance and care. Further to the scarves, we also communicate this on the screens in our shops as well as on queuing tickets issued upon entering.”

Autistic Art designer brand – fundraising with an art program

The Autistic Art Foundation launched its art program in 2010, offering regular drawing classes to young autistic adults living in residential care centers, enabling them to communicate with the outside world through their graphic creations, expressing their emotions, thoughts and demonstrating their inner richness. The [Autistic Art designer brand is](#) also based on drawings made by young people made during the classes, involving designers to create high quality products. The dual goal of the brand is fundraising on the one hand, as well as demonstrating

that autistic young people can contribute to creating high quality objects, hence they can also be useful members of the society. Proceeds from the sales of Autistic Art products will be used by the Foundation to support the operation of 11 in-patient care centers for autistic patients over the age of 16, caring for more than 200 young people. Support is of special importance to the care centers as they struggle with serious financial difficulties.

What to do if we meet an autistic person?

Relevant researches revealed that in Hungary every 67th person is autistic, in numerous cases though this development disorder is not identified. There are about 60,000 children and adults diagnosed with autism living in Hungary, while caring for them is not satisfactorily resolved.

Autism is a disorder impacting the basic development areas of the brain function, which prevails all through the life, causing substantial difficulties in communication, social behavior, flexible thinking and imagination.

Bella Viktória, managing director of the Autistic Art Foundation briefly summarized in five points, what to do if presumably we meet an autistic person, as autism bears no external, visible signs however it may be characterized by unusual behavior.

Let's be patient and open!

Autism is a congenital status which makes social relations as well as adopting to everyday changes difficult, causing problems in the field of communication.

Do not judge!

Autism bears no external, visible signs however it may be characterized by unusual behavior. Signs implying autism include someone avoiding eye contact, having difficulties in answering simple questions, covering the ears on vehicles, in stores or on public squares, and imitating flying hand movements in front of the eyes, or humming, buzzing or screaming.

Use simple and clear terms!

Autistic persons often have difficulties in communicating, as well as in figuring out the intentions and thoughts of others, interpreting their mimics or emotions. They have limitations in understanding jokes, unwritten rules and hints.

Help them and their family members!

Their status will remain, it is can not be healed. Many among them require continuous care and attention all through their lives. However, with the help of experts and companions they can become useful members of the society and their community.



Let's be receptive!

People living with autism deserve just as much attention as any of us.