



## Press Releases

30 November 2020

**Christmas Jumper Day: OVS and Save the Children, together again this year for a Christmas that has taken children from Italy and the rest of the world to heart.**

***The exceptional face for the event is Elodie, who has put her name to the Christmas jumper and made an exclusive CD for this initiative.***

For our fifth **Christmas Jumper Day**, **OVS** is once again working with **Save the Children**, the international organisation that has been fighting to save children all over the world and guarantee them a future, for over 100 years.

The special Christmas jumper, designed by a very popular singer, Elodie, will be on sale in selected OVS stores from 5 December and previewed online from the 4th.

"Children are the future of this complex world, of this humanity that is all too often unable to guarantee their most basic needs, such as food and education", says Elodie. "We shouldn't let this happen in 2020. It's our duty to work towards providing them with all the tools they need to grow, wherever they are in the world, to become the men and women of tomorrow, self-aware, ready, free. Culture is an essential part of this process of education and freedom, based on respect for ourselves and others."

As **Elodie** herself said in a video, a simple gesture, such as choosing a Save the Children jumper as a Christmas gift means helping lots of children who don't have enough to eat or even the chance to go to school. The light-hearted, fun spirit that has always been such a part of **Christmas Jumper Day**, a tradition founded many years ago in English-speaking countries, melds with solidarity towards those who are experiencing a particularly difficult period, including because of the COVID-19 emergency. In Italy and the rest of the world, the pandemic has increasingly exacerbated the social and economic inequalities that in some cases, are becoming insurmountable obstacles to children and teenagers being able to live their childhood and adolescence to the full, a potential that was already at risk in these fragile contexts.

Some of the profits from selling the jumper, which is available in adults' and children's sizes, will help to support Save the Children projects and give a better future to millions of children at risk in Italy and all over the world.

From 5 December to 6 January, there will be fund-raising collections to support Save the Children's projects at cash desks in OVS stores. And everyone who donates at least 3 euros in store or online at [ovs.it](https://www.ovsit.com), will receive a free copy of the CD "THIS IS ELODIE x Christmas", recorded by the singer exclusively for this initiative.

***For more information:***

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