

Today the start was given in Kadriorg to the Hope Relay Charity organised by Samsung, the worldwide partner of the London Olympic Games and the Torch Relay, the aim of which is to urge people living in Estonia to get involved in healthy exercise and raise money in support of the SOS Children's Village. In order to take part in the Hope Relay you need to pass a 3-kilometre distance either running, cycling or moving in some other way. Samsung Estonia will donate €1 to the SOS Children's Village for every 3 kilometres passed.

According to Evelin Ilves she is happy as a patron of the SOS Children's Village to take part in the charity run and in doing so help the families of the children's villages. "The worldwide Hope Relay Charity organised in connection with the Olympic Torch Relay is a thankworthy event I would urge people living in Estonia to take part in it. By exercising together and taking part in the relay we will help those who need it the most. We will help children who have been deprived of the most valuable thing in life. That is – of their parents," said Evelin Ilves.

"I would like to thank those who initiated the idea of the relay and who organised it. I would like to express my gratitude to all of you who will support the SOS Children's Village in the coming months. Let us run to our health, let us run to help," she added.

Evelin Ilves passed her first 3-kilometre run today in Kadriorg with marathon runner Evelin Talts and other benefactors.

Hope Relay is an international charitable event organised in 19 countries, including Estonia. Everyone who downloads the necessary application, registers as its user and runs it, can take part in the relay when they go for a run, bicycle ride, walk, etc. Samsung Estonia will donate €1 to SOS Children's Village for every 3 kilometres passed. The application will record a maximum daily distance of 42 kilometres passed with an average speed of up to 40 km/h. The application is available here: <http://www.samsung.com/ee/london2012/samsung-hope-relay/> .

Samsung Electronics is the Worldwide Partner of the London Olympic Games and the Torch Relay and has supported the Olympic movement for more than 20 years. Prior to every Olympic Games Samsung will select Olympic Games' ambassadors all over the world who will support and promote the idea of the games. The Estonian ambassador for the London Olympic Games is decathlete Mikk Pahapill.

Estonians will take part in carrying the Olympic Torch for the third time now. This year the torch is carried by three people. Two of them – sports event organisers Renna Järvalt and Jaanus Kala – were selected through a public competition held last autumn. The Estonian Olympic Committee asked the patron of the SOS Children's Village and the promoter of healthy lifestyle, Evelin Ilves, to be the third person to carry the torch.

The Torch Relay for the London Olympic Games started in Great Britain on 18 May and will end at the opening ceremony of the Olympic Games on 27 July. The Torch Relay will last for 70 days and the torch will be carried by 8,000 people. The Olympic fire will travel all in all 8,000 miles. Additional information is available at: www.samsung.com/ee/london2012 .

The SOS Children's Village has offered family-based care to children without parental care for almost 17 years. Today there are children's villages in Tallinn, Keila, Põltsamaa and Narva-Jõesuu. In Narva a family-strengthening programme is organised to help families in difficulties. In Keila and Põltsamaa educational programmes are organised for children with learning difficulties. Additional information is available at: <http://www.sos-lastekyla.ee/> .

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