



## MOTOSMILE CHARITY PROJECT

DECEMBER 2006

Motorola Mobile Devices initiated a new tradition for New Years 2006, giving an extraordinary present to its partners: the 2006 New Year corporate present budget was used to renovate and equip two playrooms in children's homes in the Russian regions of Ural and Siberia. This initiative was the first in the MOTOSMILE project, which we will continue and develop further.



New Year celebration  
in Novosibirsk

New Year smile in  
Ekaterinburg

(from left to right)

The children's homes selected this year were the Novosibirsk children's home in Baryshevo and Ekaterinburg children's home #7. The administration of the homes provided the rooms to be mototransformed and in less than one month a team of professional designers and builders had created rooms for the children designed to be safe, educational, comfortable, colourful, multipurpose, durable, exciting, flexible and modern...but most of all FUN!

Ekaterinburg children's home #7 **BEFORE** and **AFTER** mototransformation



Novosibirsk children's home in Baryshevo **BEFORE** and **AFTER** mototransformation



To say what was going on in 'the room' peaked the children's curiosity is an understatement, with the children trying every trick in the book to 'sneak a peak'. The 29th of December started with a party, including clowns, fairy tale creatures, magicians, Father Frost and a feast for all. But the highlight of the day was when the doors were thrown open and the excited kids flooded into their new room. Motorola t-shirts and lots of sweets added to the festive atmosphere. The invited guests, local dignitaries and Motorola representatives, were as excited as the children and the smiles on the children's faces warmed the hearts of all.



Party in Ekaterinburg

Party in Novosibirsk



Now children in each of the homes have a place full of fun equipped with consoles, a stereo, lots of toys and board games and a stack of DVDs and CD's to keep them entertained. The renovated rooms are full of colour and light, and we made sure that simply entering the room cheers the kids up by creating a wall of smiles with the photos of the children from both homes.



A website dedicated to the project, [www.motosmile.ru](http://www.motosmile.ru), tells the story and lists the Motorola partners who sponsored it. Its main aim, however, is to give children in Ekaterinburg and Novosibirsk homes an channel to communicate directly through chats and forums, make them closer to each other and broaden their world. The site also invites any interested party to join the MOTOSMILE project. Watch out in the future for more information on further activities we will be doing with these and other underprivileged kids.

