

MKS Group's Energy of Goodness festival gave new opportunities to orphans

May 29, 2024



Chelyabinsk orphans presented their talents at the Energy of Goodness citywide charity festival of children and creativity. The event, organized by MKS Group of Companies and the Association of Small-scale Power Engineering with the support of partners, was held on the site of boarding school No. 9 and gathered 145 children from centers for children without parental care. On the open stage the children performed creative numbers, which were evaluated by famous residents of the South Urals capital. The main surprise of the festival was a special prize for the Grand Prix winner from Julia Zhabotinskaya, a jury member and director of the Children's Charity Fund "Andryusha": the dancing duet from the center "Gnezdysenko" received an invitation to take part in the summer Creative School for talented children of the Chelyabinsk region "Andryusha-2024" in Anapa.

The city-wide charity festival "Energy of Goodness" became one of the most large-scale events for orphans organized by charity workers over the past year. It was attended by pupils from all eight Chelyabinsk centers for children without parental care: correctional boarding school No. 9, boarding school No. 13, children's centers Akvarel, Gnezdysenko, Solnechny, Nadezhda, Aistenok, and the Leninsky District SRC. To support gifted orphans in the field of art, to provide them with new opportunities to develop their abilities, in a global sense - to influence their creative destiny and

became the main goal of the anniversary "Energy of Goodness".

"The Energy of Goodness festival is a key charitable project of our company, which over time has united around itself a whole community of concerned entrepreneurs and citizens. All these 10 years we have been working towards a format that would be as useful as possible for children, influence their creative destiny in a good way, and give them bright emotions. Our anniversary "Energy of Goodness" turned out to be just such a format", - said Maxim Zagornov, Director of MKS Group of Companies, President of the Association of Small-scale Power Engineering.

Within the festival the children presented 10 creative performances in three nominations - vocal, dance and art word. The performances of the children were evaluated by an authoritative jury of well-known residents of the city, including the Commissioner for Children's Rights in the Chelyabinsk region Evgenia Mayorova, the founder and director of the Children's Charity Fund in support of talented children "Andryusha" named after Andrei Zhabotinsky Julia Zhabotinskaya, director of the ANO for the development of regional cinema and creative industries Svetlana Popova, chief director of the Chelyabinsk Regional Children's Philharmonic Galina Chiburina, leading actor of the Chelyabinsk Drama Theater Oleg Baryshev, head of the Charity Fund "Andryusha" named after Andrei Zhabotinsky. According to the jury members, the level of performances was good: the children showed great creative potential.

"Today we saw really bright performances, behind which there are both the talents of children and the labor of teachers. I would like to appeal to all adults: if a child has talent, if there is creative potential, let us together look for ways to develop these abilities. We see that there are people and companies that are ready to support and help orphans on this path," said Evgenia Mayorova, Commissioner for Children's Rights in the Chelyabinsk Region. The children's performances were so bright and diverse, and the jury voting was so lively and hot, that it was decided to award first places in some nominations to several contestants at once. In the nomination "Vocal" the winning cups went to the pupil of boarding school № 9 Dmitry Rybakov and a duet from the children's center "Hope" Evgenia Dedushkina and Victoria Bezborodova. In the nomination "Artistic Word" the winner became the pupil of the children's center "Aquarelle" Arseniy Sychev. In the nomination "Dance" the winners' cups were awarded to the dance group "Inspiration" of the boarding school № 9 and the dance group of the children's center "Solnechny".

For the first time the winner of the Grand Prix of the charity festival "Energy of Goodness" was announced. According to the unanimous opinion of the jury, the main prize of the festival was awarded to a dancing duet from the children's center "Gnezdysheko" - Daria Beltikova and Evelina Naumova. During the awarding ceremony, Julia Zhabotinskaya, a member of the festival jury, announced a special prize from the

Children's Fund "Andryusha" - vouchers for the winners of the contest Daria and Evelina to their own Creative School for talented children of the Chelyabinsk region "Andryusha-2024", which will be held in July in Anapa. The girls could not hide the joyful emotions from the unexpected gift.

"Our foundation has been supporting talented orphans and children without parental care for 15 years. Thanks to Andryusha, orphanage children have repeatedly traveled to Artek and Orlyonok camps in Russia, to festivals and competitions in Moscow and Yevpatoria, and studied at the New Names Foundation's creative school in Suzdal.

Dasha and Evelina will have 10 days of daily master classes with federal level experts, as well as concerts and creative meetings, morning hatha yoga with me, a tour of Anapa, a boat trip, a foam party, the festival of Holi colors, and, of course, the sea and the sun! I am sure this training will be an important turning point in the girls' destiny and a powerful stimulus to their creative development", - shared Julia Zhabotinskaya.

All the children-artists received diplomas and prizes from MKS Group and NIKS Group (gift cards to Chelyabinsk stores), as well as sweet gifts from Soyuzpischeprom association. But the most important thing is professional recommendations and suggestions from the jury members. Several children were invited by director Svetlana Popova to their creative movie projects. And the actor of the Chelyabinsk Drama Theater Oleg Baryshev announced his decision to hold master classes for children - participants of the Energy of Goodness.

"What we were striving for, what we were going for as organizers within the framework of this project for the last years - happened. The super goal of the festival has been achieved! Talented orphans received powerful targeted support from significant adults - our amazing jury members and partners! And by and large - a chance to change their fate!" - Maria Nevolina, head of the organizing committee of the Energy of Goodness festival, PR-director of MKS Group of Companies, shared.

"What do we need it for? For the same reason we need business - to make this world a little better. And the Energy of Goodness festival gives us such an opportunity - to make this world better, to make the children better, who will grow up later and will also contribute to the common cause," said the co-organizer of the project, Director of NIKS Group of Companies Andrey Serskov.

Traditionally, after the creative program the children were waited for surprises on the sports field of the boarding school: a picnic, sweet gifts, camel riding, creative master classes, a parade of retro cars from the military-historical club "Divizion". All the guys who wanted to ride on his motorcycle and Chelyabinsk priest, and part-time biker John Karabidovich.

"It was the best Energy of Kindness"; "You never cease to amaze us"; "We wait for this holiday every year"; "We feel your support" - gave feedback from the pupils of Chelyabinsk centers for children without parental care.

Holding of the city-wide festival "Energy of Goodness" became possible thanks to the support of companies and not indifferent citizens of Chelyabinsk: NIKS group of companies, Linline clinic network, Mikar group of companies, which includes the heavy-duty trailer equipment plant Polytrans, Chelyabinsk Zinc Plant, Soyuzpischeprom association, Giraf pro advertising and production group, My Ball company, Divizion military-historical club, Radio Malta cover band, and PR and communications expert Irina Ivonina. The media group "Komsomolskaya Pravda" - Chelyabinsk acted as a media partner of the festival.