



PlayBox Technology UK Ltd and Cosmos Technology Broadcast System Ltd announce joint Christmas partnership with Don Ash Charity Foundation: the charitable organisation that inspires, supports and educates on early childhood development

PlayBox Technology UK Ltd and Cosmos Technology Broadcast System Ltd are proud to announce a partnership with London based charity Don Ash Charity Foundation. The companies-wide campaign was launched in November, following the nomination from the Royal Television Society for Community Improvement, raising the charity's awareness across their community and aiming to reach over 100,000 people. The funds raised will go to support Don Ash Charity Foundations projects and upon special request by the founders - to UNICEF Bulgaria.

As a values-led organisation, Don Ash Charity Foundation is committed to the prime importance of maximizing the efforts to enhance the programmes and

policies that help young children reach their full potential, helping spread the message across, bringing to the agenda of the importance of early childhood development and the impact on the future of our children.

Children are the foundation of sustainable development. They represent the future, and ensuring their healthy growth and development ought to be a prime concern of all societies. They need to receive an appropriate care and support to enable their optimal development and manifest their full potential and unique qualities, personalities, talents and abilities. Successful societies safeguard their future by continually striving to improve the well-being of their children.

Children's early experiences – the bonds they form with their parents and carers, the love, safety and care they receive and their first learning experiences - deeply affect their future physical, cognitive, emotional and social development.

"That love is an important part of the economy." said the economist James Heckman. It has the highest proven ROI in the world of 700%. Evidence from both developed and developing countries suggests that an additional dollar invested in high quality preschool programmes will yield a return of anywhere between US\$6 and US\$17.

Warmest Thoughts and Best Wishes for a Wonderful Holiday and a Very Happy New Year,

PlayBox Technology and Cosmos Technology