

Gürok Group Brings the Spirit of the Holiday to Primary Schools with “Bayram Havası” Project

The “Bayram Havası” (Holiday Spirit) social responsibility project, initiated under the Yıldız Technical University Development and Innovation Club (YTÜ GEİK), is coming to Kütahya this year with the main sponsorship of Gürok Group. Through visits to five village primary schools in the Altıntaş district of Kütahya on the occasion of April 23 National Sovereignty and Children’s Day, children will experience the joy of the holiday to the fullest while schools receive lasting contributions.

Recognizing contributing to Kütahya’s social and cultural development as a key responsibility, Gürok Group has taken action to ensure children fully enjoy the excitement of April 23. Implemented in line with YTÜ GEİK’s mission to develop sustainable social responsibility projects, the “Bayram Havası with Gürok Group” initiative will meet with children in primary schools between April 22–24.

As part of the project, village primary schools in Altıntaş—Eymir, Üçhüyük, Çayırbaşı, Beşkarış, and Yalnızsaray—will be visited. YTÜ GEİK volunteers will organize engaging activities such as dance, theater, and painting workshops at each school, while also delivering gift packages prepared in line with identified needs. Beyond sharing the joy of the holiday, the project aims to address educational needs and provide lasting contributions to the schools.

“We are happy to support this youth movement that brings smiles to children’s faces”

Esin Güral Argat, Vice President of the Board at Gürok Group, commented on the project: “The Bayram Havası project is a youth-driven movement that brings smiles to children across Anatolia. It is especially meaningful for us to bring this project—of which we are the main sponsor this year—to Kütahya, the land where our roots lie. April 23 is a unique holiday gifted to children by the Great Leader Atatürk; delivering this joy to the young hearts in Altıntaş’s village schools is a great happiness for all of us. The idealistic youth of YTÜ GEİK demonstrate exemplary responsibility through their dedicated efforts, reaching out without discrimination. As Gürok, we are proud to support this wave of volunteerism, which is a tangible reflection of our ‘do good’ value.”

Schools to Be Visited

- Eymir Primary School – Eymir Village, Altıntaş
- Üçhüyük Primary School – Üçhüyük Village, Altıntaş
- Çayırbaşı Martyr Yaşar Çakır Primary School – Çayırbaşı Village, Altıntaş
- Martyr Mehmet Genç Primary School – Beşkarış Village, Altıntaş
- Yalnızsaray Primary School – Yalnızsaray Village, Altıntaş



Launched in 2019 by YTÜ GEİK volunteers, Bayram Havası is a social responsibility project led by university students aiming to reduce educational inequality in rural areas. With the slogan “Until Not a Single Child is Left Unreached,” the project has been reaching village schools across Türkiye every April 23 for seven years, meeting thousands of children in provinces such as Sakarya, Tekirdağ, Trabzon, Çanakkale, Balıkesir, and Bursa.