



HOME	NEWS	ARTS	BOOKS	ENTERTAINMENT	REVIEW	GOSSIP	TECHNOLOGY	TRAVEL	SPORTS
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OLYMPUS THEATRES MOVIE EVENT FOR CHILDREN: LET'S SHOW THEM CAMPAIGN

by AirBourne / June 29th, 2010

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The **Olympus Theatres Inc.** is giving back to children with disabilities, through a series of movie events this summer.

They have joined hands with Variety - the Children's Charity and the *Let's Show Them Love Public Awareness Campaign for Children with Disabilities* to offer a free pre-summer break movie event.

The movie events will continue until August at the Olympus Expo Cinema, Sargeant's Village in Christ Church.



Patron of the campaign is Dame Olga "Auntie Olga" Lopes-Seale who has for more than four decades, been supporting underprivileged children in Barbados and the Caribbean, through her Needy Children's Fund.

This is just one of the activities, intended to give children with disabilities and their care-givers a chance to socialize and

to be entertained in a public venue. As it relates to the rights of persons with disabilities, it is about improving their lives with fun-filled, yet educational programmes to help build their self-esteem and confidence.

Chief executive officer of the Olympus, Mr. John Morgan said that he was pleased to partner with both entities in their continuing drive to assist the less fortunate.

"The joint venture of a film outing along with food and drinks is our way of giving the children 'a day off' to enjoy what the rest of us may take for granted. Olympus's mission is to make this into a monthly outing and thereby truly demonstrate that integration is our obligation and charity is not at only Christmas. We challenge other businesses and their staff to come on board and help us make this a reality."

The Lion's Club of Bridgetown and Junior Chamber International (Barbados) are assisting with the coordination of the movie event.

Refreshments and special treats for the children were also provided by Brydens Distribution, Hanschell Inniss Limited, Purity Bakeries, R.L. Seale and Company Limited and SBI Distribution Inc.

The campaign – founded in June 2008 – was pre-launched in March 2009 at the United Nations House (Barbados). It was officially launched on the International Day of Persons with Disabilities on December 3, 2009 in Independence Square, Bridgetown. Its theme is: Embrace Children with Disabilities – Let's Show Them Love. Production was done by the Ministry of Social Care, Constituency Empowerment, Urban and Rural Development and the National Disabilities Unit, in association with [UNICEF \(Barbados and the Eastern Caribbean\)](#).



Variety, dedicates itself to raising funds for sick, disadvantaged and disabled children on the island and the Eastern Caribbean. Over recent years the charity has been responsible not only for establishing the Pediatric Intensive Care Unit but for the donation "Sunshine Coaches" to various different organizations on the island. The coaches allow for the transportation of children with disabilities to and from school and/or treatment and other social activities. The charity also commits to payment of tuition fees and medical expenses for disabled children along with the payment of the salaries of physiotherapists and drivers.

Its goal is to raise the awareness of the rights of persons with disabilities, particularly children; to improve the lives of children with disabilities, advocating for a society of inclusion which affords children with disabilities equal rights and opportunities in education, health-care, and adequate social systems.



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