

EdelGive Foundation Form Partnership with Olympic Gold Quest

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EdelGive Foundation, the strategic philanthropic arm of the Edelweiss group, that supports the cause of women empowerment in India has partnered with Olympic Gold Quest (OGQ), an organization that is building a team of athletes and sports persons who can be potential Olympic Gold winners at the 2012 Olympic games.

Within OGQ's group of sports people EdelGive specifically supports Mary Kom, the five time world boxing champion and the winner of many other prestigious awards like the Arjuna Award, Padma Shree, Pepsi MTV Youth Icon, Rajiv Gandhi Khel Ratna etc.

Olympic Gold Quest is the brain child of champion sport stars Geet Sethi and Prakash Padukone, who built this organization with the mission to "assist potential athletes to achieve their quest and win the Olympic Gold". It has received widespread support from sports personalities like Leander Paes, Vishwanathan Anand and Niraj Bajaj. Former India Hockey captain, Viren Rasquinha is the COO for the organization and is involved in the day-to-day activities.

According to Ms. Vidya Shah, Executive Director and Head, EdelGive Foundation, "EdelGive's activities focus around the theme of empowering women through promotion of education and employability. Athletic achievement is however another form of empowerment. A champion sportsperson inspires others to strive harder and achieve their goals. Mary Kom is one such athlete. She is a five- time women's world boxing champion who has the potential to win an Olympic medal. Coming from a state like Manipur and being a woman, she faces multiple challenges. We are however confident that by helping her in her quest for an Olympic Gold, we would help inspire hundreds of women to strive for their goals."

Source: IndiaPrWire

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