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ANNA ASTVATSATURIAN FOUNDATION Launches “Ser Artsakh” Initiative; Supports Families of Newborn Babies in Artsakh

Stepanakert, Artsakh, May 8, 2022 – As part of its ongoing efforts to support Armenian families in Artsakh, the Anna Astvatsaturian Foundation has launched “Ser Artsakh,” a charitable initiative that focuses entirely on helping growing families welcome their newborn children by providing every child born in Artsakh with a custom gift box filled with baby care products, clothes, books, toys, along with maternal and baby hygiene items.

The launch date - June 1 - falls on International Children’s Day, serving as a reminder of the collective need and responsibility to support and honor the families living in Artsakh who are directly or indirectly affected by the 44-Day Artsakh War in 2020.

Unlike any previous or existing program, **Ser Artsakh** focuses entirely on nurturing future newborn Artsakhtsis and their potential, while preserving the Armenian identity and way of life in Artsakh. With the skyrocketing birth-rate in Artsakh in mind, the initiative will allow Diasporan and Armenian-based community members, businesses, and other donors to sponsor a baby box, or a number of boxes, to be delivered to the families of newborns in Artsakh during discharge from the hospital.

All products included in the **Ser Artsakh** gift boxes are produced in Armenia and Artsakh, or purchased in Armenia, including items like onesies, pajama sets, sleeping sacks, towels and blankets; care essentials like diapers, wipes, baby shampoo, thermometer and pacifier; as well as maternity hygiene necessities for the new mother. The boxes will also include gifts like a custom-made soft baby book and a wooden wheeled toy all made in the Homeland.

“**Ser Artsakh** isn’t meant to be seen or felt like a regular donation or a charitable initiative. Instead, we created these quality gift boxes to feel like a gift that every donor would give to new members of their own families,” said Anna Astvatsaturian Turcotte, the founder of the foundation. “We can all do charity, but this one’s about the mission to honor and thank these new families for bringing life and hope to Artsakh.”

With a three-pillar mission, **Ser Artsakh** isn’t only meant to bring light to the ongoing injustices in Artsakh, but it’s also designed to boost the economies of Armenia and Artsakh, and connecting the Diaspora to their compatriots. Our current partners in the initiative are Lalunz, LLC, Play Artsakh, Tmblik, and Theopharma Imports, LLC.

“Ser Artsakh is an entirely donation-focused initiative that will live for as long as people continue to donate and believe in its mission,” said Astvatsaturian Turcotte. “We hope that our baby-focused initiative will become the stronghold of the Diaspora’s commitment to Artsakh and the people who wake up every single day and choose risk over comfort to live and to thrive in their historical lands of Artsakh.”



To learn more about Ser Artsakh or to sponsor a box, visit <https://astvatsaturian.org/ser-artsakh-baby-box-initiative/>

To become a Partner and contribute to Ser Artsakh, please contact us at info@astvatsaturian.org. Visit the Program on Social Media to see our journey: <https://www.instagram.com/serartsakh/>

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