

11 December

## “Heart of Azovstal” and 1+1 Ukraine Launch the Culinary Project “Taste of Freedom” to Advocate for the Release of Prisoners of War



Rinat Akhmetov’s [Heart of Azovstal](#) project, in collaboration with 1+1 media, the 1+1 Ukraine TV channel, the morning show Breakfast with 1+1, and the U.S. veteran organization Dog Tag, is launching the advocacy initiative “Taste of Freedom”. The project aims to raise international awareness about the issue of freeing Ukrainian prisoners of war.

The first stage of the initiative will involve selecting a recipe for a traditional Ukrainian treat to symbolize support for the release of POWs. Ukrainian veterans are invited to participate by submitting their recipes. The winning treat will be

produced and sold at the Dog Tag bakery in the U.S., and the author of the best recipe will travel to the U.S. to personally advocate for international support in freeing Ukrainian defenders.

“For nearly two years, the ‘Heart of Azovstal’ project has been actively fighting for the release of captured defenders. Advocacy abroad is a key part of this mission. We collaborate with American organizations and are thrilled that our partners at Dog Tag have joined this important initiative,”  
*shared representatives of Heart of Azovstal.*

”‘Taste of Freedom’ is a way to help foreigners understand the hardships our defenders endure in captivity and the importance of their support. Every treat will include the story of a Ukrainian prisoner of war. This personal connection will show the U.S. audience that these are real people whose lives are being threatened by Russia. These stories must be heard internationally.”

The initiative also highlights the strength, resilience, and shared mission of Ukraine’s defenders. Representatives from 1+1 Ukraine added:

”‘Taste of Freedom’ is about the pursuit of liberty, the strength of spirit, and a common goal. It’s our way to share the heroism of our defenders with the world and remind everyone that their release is a shared responsibility requiring action.

We believe that unique Ukrainian recipes created by our veterans will not only showcase the richness of our culture but also reflect our values, our fight for freedom, and our unbreakable spirit.”

A panel of three celebrity judges will select the winning recipe:

- Chef and restaurateur Yevhen Klopotenko,
- Breakfast with 1+1 host Valentyna Khamaiko,
- Gastronomy culture researcher Olena Braichenko.

Ukrainian veterans are encouraged to participate in the project by filling out the application form available on the 1+1 website.

Heart of Azovstal is a comprehensive support initiative for the defenders of Mariupol and their families, founded by Rinat Akhmetov. The NGO has built a unique ecosystem of support, ranging from rehabilitation to self-realization. Its seven assistance programs include “Return,” “Health,” “Protection,” “Family,” “Sports,” “Home,” and “Future.”