

TEDDY BEARS' PICNIC IN
GENEVA
SUMMER 2011

In aid of the children in Haiti and Pakistan Children of the World 2000 and partnering charities are staging a Teddy Bears' Picnic in the Jardin Botanique, Geneva next summer. Why Geneva? The city is Europe's second greenest city after London and they are very generous when it comes to supporting global causes like ours.

We are partnering with both the Haitian Red Cross and Red Crescent Society of Pakistan who will receive the net proceeds from the organisers of the event.

Children of the World 2000 is a not-for-profit social enterprise registered in Wales, UK. They will be asking for sponsorship from names like Swissotel, Swiss Airlines and Nestle. The picnic will take place during a weekend so families can make plans for a two day stay in the capital and we propose to appoint both Swiss Airlines and the Swiss Railways official transportation partners.

Geneva Tourism has expressed an interest to market the whole event and organise hotels etc., putting together a package that will be sold to families across the country. A choice of 1*, 2*, 3*, 4* and 5* hotels will be offered to enquirers.

They will advertise on national radio, in the national press and regional newspapers once a date has been fixed.

We are helping the children of Haiti who survived the catastrophe of the earthquake in January 2010 and over the last several months together with our partners we are currently engaged in many humanitarian projects sending emergency supplies, medical equipment, and volunteers.

Just last month Pakistan suffered its worst natural disaster in living memory the floods destroying the lives of millions. We are now caring for the children who survived and part of the coalition of aid agencies providing relief.

UK office:
Children of the World 2000
Paul H-Borger
paulhborger@childrenoftheworld.us
+44 7780 79 22 34