



Mary Hofstetter Executive Director, Blue Heron Productions



10th YEAR ANNIVERSARY CELEBRATION !

It is hard to believe it is the 10th Year Anniversary. When we launched the first Red Cross Ball in 2002, it was a great challenge, but a purposeful one. The birthplace of the Red Cross is, Geneva Switzerland. As one of the world's most important humanitarian organisations that the world can count on when disaster strikes, it was vital to establish an important gala evening where the message of the Red Cross can be communicated and funds raised.

Each year has been a wonderful adventure, but always one with the focus on the Red Cross and the "Victims of Forgotten Disasters" aid projects in our heart. Over the past decade, we wanted to offer the guests, the sponsors and donors a "journey" into another world, whether it be "The Night of the Orchids" or "The Magic of India". Tonight we are here to celebrate the "Swinging Sixties" with a Special Guest Performance by the leading cast of the Jersey Boys, currently London's most successful musical production.

In a symbiotic, close unity, Blue Heron Productions, the founder of the Swiss Red Cross Ball, works with the Red Cross volunteer committee. In a magical way, ten years have passed and we are delighted to have raised over CHF 6.6 million for the "Victims of Forgotten Disasters". The Tenth Anniversary is first and foremost, a celebration of humanity, alleviating suffering around the world for those less privileged, whose every day is a struggle due to sickness, poverty or malnutrition.

It is my sincere hope that, with the aid of our supporters, this beautiful and meaningful voyage will continue on serving those forgotten victims.



BLUE HERON PRODUCTIONS GENEVA SM



Mary L. Hofstetter
Executive Director
Swiss Red Cross Ball



Countess Barbara Zanon di Valgiurata Co-Chairman, Swiss Red Cross Ball



It is with great pleasure that I have been volunteering for the Swiss Red Cross Ball since its inception in 2002 with Zucchero.

Evidence is there, alas once more, to show us how the world can rely on an independent, neutral and dedicated organization such as the Swiss Red Cross in time of need: unfortunately natural catastrophies and tragedies occur in many countries and help is essential on a very short notice, as an immediate reaction but is also desperately necessary in organizing the aftermath, in reconstruction and rehabilitation plans.

On a medium term, support and coordination of help are also importantly to continue improving basic human needs in all the regions where a catastrophe has hit: water purification, children malnutrition, information on dietary schemes to avoid epidemics teach agricultural skills to provide self-grown food...all these projects are put in place and followed up by the Swiss Red Cross teams. In order to continue developing these projects and implement them through time your support and help is more than ever necessary today.

