



*The* Swiss  
Red Cross  
Ball 2005

Ronan Keating Performing

by Hilary Dayton Busch

The Swiss Red Cross proudly welcomes Guest Performer, Ronan Keating, at the annual Swiss Red Cross Ball on June 4 at Les Halles CFF in Morges, Switzerland. Ronan has generously agreed to appear in aid of **"Victims of Forgotten Disasters"**, a special fund that provides crucial relief for communities in crisis. As the most important fund raising event for the Swiss Red Cross, proceeds from the evening will benefit projects in Swaziland, Bangladesh, Romania and Bolivia.

Ronan Keating, of Irish origin, began his career as the lead singer of Boyzone, one of the first and most famous boy bands to be launched in the early nineties. In 1997, he was named Best Irish Musical Artist. In 1999, Keating embarked on his solo career with the release of his enormously popular hit single, When You Say Nothing At All, from the soundtrack of the film, Notting Hill, starring Julia Roberts and Hugh Grant. He then worked with prestigious producer Barry Gibb and composer Bryan Adams on his first solo album, Ronan, released in 2000, featuring another hit single, Life Is A Rollercoaster. Two years later, his second album, Destination, appeared and went to number one, prompting his first solo worldwide tour of 33 countries. In 2003, he released Turn It On, his third album, featuring duets with LeAnne Rimes and Zucchero, which won the BMI Award. During his ten years in the industry, including his contribution to Boyzone, Ronan has had 27 hit singles and has sold 17 million albums to date.

A special ambiance will be created for the evening's 800 guests, celebrating the enchanting landscapes of Ronan Keating's native Ireland. World famous jeweller and sponsor, Van Cleef & Arpels, will lend their trademark elegance to transform the historic venue of Les Halles CFF. Jet Aviation and BMW are also on board as sponsors, and the Hôtel Beau-Rivage (Geneva) whose superb Chef Dominique Gauthier, awarded Gault-Millau's "Cuisinier Romand de l'Année 2005" will create a delicious menu.

The gala will be opened by Professor René Rhinow, President of the Swiss Red Cross, who will be joined by H.E., the Irish Ambassador to Switzerland, Mr. Joseph Lynch. Celebrities such as Shania Twain and Quincy Jones will be in attendance.



Van Cleef & Arpels



The much awaited charity auction will be conducted by François Curiel, Director of Christie's Europe. This year's one-of-a-kind auction offerings include, a set of pavé diamond and white gold "shamrock" earrings and matching ring by Van Cleef & Arpels, Jet Aviation creates the ultimate traveller's lot- a private jet trip to Sardinia; Harley Davidson will offer a custom-designed motorcycle; and V.I.P. trip for two to the Pre-Regatta race in Valencia with the Alinghi team during the 32nd America's Cup Race kindly donated by Ernesto and Kirsty Bertarelli, with a ladies' "Royal Oak" watch by Audemars Piguet will inspire top bidders.

Many unique tombola prizes will also be offered, including a beautiful "Happy Fish" watch by Chopard, in pink gold with pink diamonds valued at CHF 27,000, and a very special gold and diamond watch by Chatila valued at CHF 25.000.-

The first Swiss Red Cross Ball, starring Zucchero, was held in 2002 under the Presidency of H.R.H. Princess Marie Gabrielle of Savoy. All Balls had the President of the Swiss Confederation as their Patron. This year, Mr. Samuel Schmid takes the role. In 2003, Crown Prince Albert of Monaco served as Honorary Patron. Last year, the famous Buena Vista Social Club with Grammy award-winning musician Ibrahim Ferrer and Omara Portuondo gave a heart-warming performance.

The important fundraising of the Swiss Red Cross Ball will directly impact the widespread suffering in many countries. Proceeds from all previous balls totalled 2,000,000 CHF and were allocated to the "Victims of Forgotten Disasters". This year's ball, once again supported by numerous patrons, sponsors and volunteers, is expected to be another success, essential and enjoyable for all.

#### Information and registration:

Swiss Red Cross Ball, Mary Hofstetter, Executive Director,  
59 avenue de Champel, 1206 Geneva  
Tel: + 41 (0) 22 347 57 36, Fax: + 41 (0) 22 347 57 37,  
e-mail: info@src-events.com

#### Donations:

Swiss Red Cross, **Victims of Forgotten Disasters**,  
Post Office Account 30-4200-3 or  
UBS, 3001 Bern, Clearing number 235, SRC account  
694.200.01Q.

\*\* Please mention Victims of Forgotten Disasters \*\*