

"The Best of Brazil"

Huge success of the 7th Swiss Red Cross Charity Ball

Photos © Enzo Capaccio & François Ferrand

Inge Leutscher,
President of EXCELLENCE International



The Swiss Red Cross is based on the guiding principals of the Red Cross worldwide: Humanity, Neutrality, Independence, Unity, Universality and Voluntary service and aid to countries and populations in need, specially the "Victims of Forgotten Disasters". EXCELLENCE International would like to encourage everybody to actively participate and contribute to raise funds for this important cause.

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Tropical and exotic! That's the best description of the 7th Swiss Red Cross Ball held at Geneva's Palexpo on Saturday 24th May 2008. In a setting of lush vegetation and to a samba beat more than 800 guests came to show their solidarity and support the Swiss Red Cross and its Victims of Forgotten Disasters Campaign. The SRC Ball, one of the most popular society events in Switzerland once again welcomed celebrities such as Countess Celia Von Bismarck, Sheikh Mohammed Y. El-Khereiji and his wife Roba, Oriane Collins, Amanda Ammann - Miss Switzerland 2007 and Stephan Weiler - Mr Switzerland 2008.

Under the high patronage of Swiss President Pascal Couchepin, the Brazilian-themed event raised net proceeds of CHF 500,000 that will enable the Swiss Red Cross to fund some of its projects in Honduras, Togo, Bangladesh and Swaziland. Some of the proceeds will also go to the Geneva section of the Red Cross.

The concert by Daniela Mercury was one of the highlights of the evening. For over an hour the 2007 Latin Grammy award-winner and her dancers brought the venue alive with the rhythm of the Bahia Carnival and a colourful show. The Brazilian singer is very attached to the causes defended by the Red Cross and is supportive of several humanitarian and social projects. She kindly accepted to come and share her outstanding energy and generosity with the guests.

Brazil was also present in the creations of the designer Carlos Miele, who is recognized for his unique style combining classic elegance with contemporary fashion. The designer gave an exclusive presentation of his Spring-Summer 2008 collection. In ultra-feminine style, this collection plays with draped materials and a fluidity that emphasizes the body's contours. Whether short or long, the dresses are all in natural colours.

Finally, the auction with Simon de Pury at the gavel was a long-awaited feature of the evening. It included some amazing lots, such as a dream holiday to discover the "Best of Brazil", a Hublot watch from the limited edition Ayrton Senna collection, a week at the Bahia Carnival with access to Daniela Mercury's private box, a holiday for 17 people at the chalet of L. Raphael in Verbier, two magnificent brooches by Van Cleef & Arpels and a trip to Paris in a private jet. As expected, the auction was an enormous success, raising a total of CHF 380,000.

Thanks to the huge generosity of Van Cleef & Arpels, the Hotel Beau-Rivage in Geneva, and the many other sponsors, this 7th Swiss Red Cross Ball was faithful to tradition and met with the success expected of it.

www.redcross.ch



J. William Tavelli (Senior Event Manager),
Professor René Rhinow (SRC President),
Daniela Mercury (Guest Performer)



Sheikha Roba El-Khereiji
& Suryia Hill



Brazilian Dancer



Professor René Rhinow (Swiss Red Cross President),
Marietta Budiner, Mr. & Mrs. Daniel Mader &
Mary Hofstetter (Event Director)



Lolita Morena (Guest presenter)
& J. William Tavelli (Blue Heron Productions)



Carmela Lagomico & Jacques Mayer,
Hôtel Beau-Rivage Genève