

A History of The Swiss Red Cross Ball

Since its inauguration in 2002, the **Swiss Red Cross Ball** remains the single most important annual fundraising event for the Swiss Red Cross. The event takes place in Geneva or its environs, honouring the national origins of the Red Cross Movement. Proceeds from the evening benefit a special fund entitled the «**Victims of Forgotten Disasters**». This fund supports important work in communities worldwide, where suffering continues while media attention diminishes. Each year, projects in specific countries receive aid for emergency disaster relief, reconstruction and the establishment of sustainable, efficient health care and social services in particularly disadvantaged regions of the world. The Swiss Red Cross Ball directly benefits these crucial projects and ensures the continuation of much needed assistance. This prestigious black tie ball is attended by more than 800 international guests from the worlds of society, politics, entertainment and business, who anticipate the performance of a celebrity performer of international renown, the excitement of a live auction and a highly imaginative decor. Its success can clearly be measured by the funds it raises each year and by the exposure generated for such an important cause. Since inception, this event has raised CHF 5,500,000.



Ismaël Lo



*Oyster Perpetual Cosmograph
Daytona by Rolex, one of the 2009
charity auction items*

Celebrating the enchantment of Africa, the 8th **Swiss Red Cross Ball** was held at the CFF Halles in Morges on Saturday June 6th 2009, and was entitled «**The Magic of Africa**». In a very warm atmosphere, the guests particularly enjoyed the colorful concert by the famous African performer **Ismaël Lo**, and the lively performance by **DJ Double XL**. The fashion show by the Geneva Haute Couture fashion house **Arasa Morelli** entitled 'Colours of Africa' was spectacular, and the exotic, African-inspired cuisine by the Gault Millau Chef of the **Hôtel Beau-Rivage** in Geneva was superb.

Under the High Patronage of **Swiss President Hans-Rudolf Merz**, the Swiss Red Cross Ball mainly owed its success to the incredible generosity of the guests and sponsors, and most especially the **Hôtel Beau-Rivage**, **Guaranty Trust Bank**, **Rolex**, **Mouawad Jewellers**, **Allianz Suisse**, **NetJets**, and **Peter Beard**. The auction with master auctioneer **Simon de Pury**, the Chairman of **Phillips de Pury & Cie**, at the gavel was once again a huge success. The proceeds of the event enabled the Swiss Red Cross to support the most vulnerable populations in countries in great difficulty, such as **Swaziland**, **Bolivia**, **Ecuador**, **Paraguay**, and **Bangladesh**.



Daniela Mercury

Tropical and exotic! That's the best description of the 7th **Swiss Red Cross Ball** entitled «**The Best of Brazil**», held at Geneva's Palexpo on Saturday 24th May 2008 in a setting of lush vegetation and to a samba beat. A concert by **Daniela Mercury** was one of the highlights of the evening. The 2007 Latin Grammy Album award-winner and her dancers brought the venue alive with the rhythm of the Bahia Carnival and a colourful show, «Balé Mulato». Brazil was also present in the creations

of the designer **Carlos Miele**, who gave an exclusive presentation of his Spring-Summer 2008 collection in collaboration with Van Cleef & Arpels and Hublot watches. A message by the Brazilian Minister of Culture, **Gilberto Gil**, and the Brazilian gastronomic delights provided by the Hôtel Beau-Rivage in Geneva further punctuated the evening.

Under the High Patronage of Swiss **President Pascal Couchepin**, the event raised net proceeds that enable the Swiss Red Cross to fund some of its «Victims of Forgotten Disasters» projects in **Honduras, Togo, Bangladesh and Swaziland**. Some of the proceeds go to the **Geneva section of the Red Cross**. Thanks to the main sponsors **Van Cleef & Arpels** and the **Hôtel Beau-Rivage** in Geneva and many other sponsors, and thanks to the charity auction with **Simon de Pury** at the gavel, this 7th Swiss Red Cross Ball was faithful to tradition and met with the success expected of it.



Van Cleef & Arpels, Collier et Bracelet Orséis, Collection Atlantide, et robe de soirée de Carlos Miele.

The 6th **Swiss Red Cross Ball** was held on June 9th, 2007 in the CFF Hall in Morges, in a wonderful Country and Western setting decorated with huge rare cactus and an elegant saloon atmosphere. Under the Patronage of the **President of the Swiss Confederation Mrs. Micheline Calmy-Rey**, over 900 VIP guests came to show their support for the Swiss Red Cross and it's programs in favour of «Victims of Forgotten Disasters» The evening's proceeds serve to finance the activities of the Swiss Red Cross in **Vietnam, Romania, Paraguay and Sudan**. Part of the profits will also be shared with the Red Cross in the **Canton of Vaud**.



Honorary Patron Shania Twain and Mr. Stéphane Lagonico



Foto: Enzo Capaccio

Jarrod Birmingham

as well as the surprise guest **Naomi Campbell**, were entertained with a concert by three American stars of Country music; **Jenai, Jarrod Birmingham** and **George Ducas** who all performed gratuitously. Thanks to the very kind generosity of the sponsors – the Jeweller **Van Cleef & Arpels**, the watchmakers **Omega, Bank Piguët & Cie**, and the **Hôtel Beau-Rivage** of Geneva, and the support of **PricewaterhouseCoopers** and **Swiss International Airlines** and others, this 6th Swiss Red Cross Ball did not fail in its tradition to reach the expected success.

The 5th **Swiss Red Cross Ball 2006** was a landmark event, celebrating its **Fifth Anniversary** as a highly successful fundraiser. This special year, together with the **140th Anniversary** of the Swiss Red Cross, commemorated over a century of dedicated humanitarian action. The ball was held on May 13th at the Arena in Geneva. The evening, entitled «**La Nuit des Orchidées**», was themed to the Far East and featured an oriental ambiance perfumed by thousands of fresh orchids flown in from Thailand especially for the evening, kindly sponsored by His Excellency the Ambassador of Thailand. Guests were dazzled by a special haute couture fashion show by Thai designer Pichita, featuring beautiful Asian models and silks from Thailand's Royal Household. The Guest Performer was the outstanding virtuoso violinist of Asian heritage, **Vanessa-Mae**.

The evening paid homage to the 75th Anniversary of diplomatic relations between Thailand and Switzerland. **H.R.H. Princess Ubolratana of Thailand** was present as **Honorary Patron**. The sumptuous decor was brought to life by the main sponsors, **Van Cleef & Arpels**, who also celebrated their Centennial and **Omega**, the Official Timekeeper for the upcoming Beijing Olympics. The **Hôtel Beau-Rivage** of Geneva, celebrating its own 140th Anniversary, created an exquisite Thai menu with a joint collaboration between their award-winning Chef, **Dominique Gauthier** and **Patara**, renown for its exquisite Thai cuisine. **Thai International Airways** and **Swiss International Air Lines** also served as sponsors, flying in the Asian models for the Pichita fashion show as well as **Vanessa-Mae** and her orchestra. The **President of the Swiss Confederation, Mr. Moritz Leuenberger**, was **Patron of the Event**. The presence of famous singer, **Shania Twain**, who attended as Special Guest, added to the excitement of the evening.



Vanessa -Mae

In the colours of the Far West, the evening was highlighted by a fashion show by the Texan designer **Lela Rose**. A dozen mannequins from the Kai Zen Agency paraded in front of the public and presented the exquisite jewels of **Van Cleef & Arpels** and watches from the fabulous **Omega** collection. The guests and the Honorary Patron **Shania Twain**,



The evening's proceeds benefited Swiss Red Cross projects in **Sudan** (offering support to victims of the civil war), **Laos** and **Cambodia** (medical care for the rural population), **Swaziland** (prevention, care and therapy for those affected by HIV/AIDS) and **Ecuador** (healthcare system in rural areas). A Red Cross orphanage in Thailand also received financial support.

The **4th Swiss Red Cross Ball 2005** was one of the most inspired events, yet

organized for «Victims of Forgotten Disasters», taking place on June 4th, in Morges. The Swiss Red Cross welcomed superstar Guest Performer, **Ronan Keating**. In honour of his Irish origins, our sponsor **Van Cleef & Arpels** created an enchanted forest setting, evocative of Ireland's beautiful landscapes. Additional sponsors included the **Hôtel Beau-Rivage** of Geneva, **Jet Aviation** and **BMW**.

Mr. **Samuel Schmid**, **President of the Swiss Confederation**, served as Patron, **Shania Twain** as Guest star and **François Curiel**, Director of Christie's Europe, presided over the live auction. Exciting lots included an exquisite pavé of diamonds matching to white gold shamrock-shaped earrings and a ring set, by Van Cleef & Arpels, a V.I.P. trip for two to the Pre-Regatta America's Cup race with the **Alinghi** team, donated by Mr. and Mrs. Bertarelli, and a custom made **Harley Davidson** motorcycle. Proceeds benefited Swiss Red Cross projects in **Swaziland** (AIDS victims), **Bangladesh** (water purification), **Romania** (women's healthcare) and **Bolivia** (disease control).



Ronan Keating



The **3rd Swiss Red Cross Ball 2004** was held on **May 1st, 2004** also at **Les Halles CFF** in **Morges**. The theme for the evening was «**Havana Nights**» and guests were privileged to welcome a rare performance by **Omara Portuondo** and **Ibrahim Ferrer** of the **Buena Vista Social Club™**. The evening also included a surprise musical performance by Mrs. Ernesto Bertarelli. Main sponsors included **Chopard**, **Global Investment & Marketing SA**, **Synthesis Bank** and **Hôtel Beau Rivage**. Mr. **Joseph Deiss**, then **President of the Swiss Confederation**, served as **Patron**. The live auction was conducted by **François Curiel**, of Christie's Europe and top auction lots included a stunning diamond pendant necklace by Chopard, accompanied by an invitation to the Cannes Film Festival and a thirteen days South Pacific voyage sponsored by Silversea Cruises. The evening's proceeds benefited Swiss Red Cross projects in **Bulgaria** (home-care system), **Honduras** (health and hygiene), **Swaziland** (AIDS orphans) and **Tibet** (public healthcare system).

Omara Portuondo and Ibrahim Ferrer

The **2nd Swiss Red Cross Ball 2003** took place on **May, 10th** at the **Arena in Geneva**, with Guest Performer, **Patricia Kaas**. An exotic ambiance, reminiscent of **Morocco**, was created to reflect the setting of Ms. Kaas' latest film, «**And Now... Ladies and Gentlemen**» co-starring **Jeremy Irons**, who was also present during the evening. **Merrill Lynch** was the evening's main sponsor, along with **Chopard** and **Hôtel Beau-Rivage**. Mr. **Pascal Couchepin**, then **President of the Swiss Confederation** served as **Patron** and **H.S.H. Prince Albert of Monaco** demonstrated his support by acting as **Honorary Overseas President** and attending the ball. The auction was again conducted by **François Curiel** of Christie's Europe, who presented spectacular lots such as an exceptional evening of entertainment on **Pathé Cinéma** for 80 guests and a Golden Diamond necklace by **Chopard**. Proceeds benefited Swiss Red Cross projects in **India** (flood relief) **Southern Africa** (famine relief), **Paraguay** (healthcare and education) and **Bulgaria** (homecare system).

The **first Swiss Red Cross Ball** was launched on **May 24th, 2002** at **Espace Sécheron in Geneva**, where guests were transported to romantic Rome with a theme based on «**La Dolce Vita**». The evening's Guest Performer was **Zucchero**, who ignited the evening with his talent and energy. Main sponsors included **JP Morgan Private Bank**, **Bulgari** and the **Hôtel Beau-Rivage**.

The ball was held under the patronage of Mr. **Kaspar Villiger**, former **President of the Swiss Confederation**. The President of the ball was **H.R.H. Maria Gabriella Princess of Savoy** and **Countess Maily Zegna di Monterubello** served as **Honorary President**. The live auction was conducted by **Simon de Pury**, of **Phillips, de Pury & Luxembourg** and important lots consisted of an invitation to join the **Alinghi** team in New Zealand for competitions leading up to the **America's Cup 2003 Challenge** and a fabulous **Bulgari** necklace and matching earrings in pavé diamonds and gold. The proceeds benefited Swiss Red Cross projects in **Bangladesh** (water purification), **Eritrea** (malnutrition and disease), **Belarus** (poverty relief and care for the elderly) and **Bolivia** (healthcare).



Zucchero

For further information contact:

Mary Hofstetter

Executive Director of the Swiss Red Cross Ball

Place Du Bourg-de-Four, 24 / 1204 Geneva, Switzerland

Tel: +41 (0)22 704 13 23, Fax: +41 (0)22 704 13 29

E-mail: info@src-events.com