



Newsletter March / April 2006

United Buddy Bears in Sydney



On 8th March, the Prime Minister of Australia, John Howard, opened the exhibition of United Buddy Bears in Sydney with the following words:

“The Buddy Bears’ presence over the next weeks will add a colourful dimension to Circular Quay and highlight the crucial work UNICEF performs in helping the world’s children. The central message of the Buddy Bears exhibition – of tolerance, peaceful coexistence and support for children in need – is one the Australian Government is proud to support.”

In Sydney, the bears designed by international artists from 123 different countries are standing together hand in hand on Circular Quay, promoting their unifying message. Framed by the Sydney Opera House and the Harbour Bridge, the exhibition on the waterfront provides an extraordinary sight. The Sydney Harbour Authority is expecting a total of at least 1 million visitors.

“Hand in hand”, our global partners Hamburg Süd, Schenker, the Goethe-Institut and UNICEF have actively supported the presentation of the United Buddy Bears. We are particularly grateful for Stefan Kirschner’s extraordinary dedicated involvement in his role as the Managing Director of Hamburg Süd Australia.

The exhibition will continue until 5th April 2006. The opening event was organised by the main sponsor in Sydney, Henkel Australia.

Renowned artists from Australia present their Buddy Bears



Klaus Herlitz, Klaus Krischok (Goethe-Institut Sydney), Ken Done (Australian Artist), Elaine Russell („indigenous artist“), Eva Herlitz, Ambassador Martin Lutz, Ron Koehler (Schenker), Stefan Kirschner (Hamburg Süd) (from left)

It was a very special moment when the new Buddy Bear for Australia was unveiled: The well-known Australian artist and UNICEF Ambassador Ken Done had designed this new bear in his unique style. The bear had already been introduced to a wide audience on Australian Breakfast Television. In the future, it will travel around the world on behalf of Australia.

On behalf of the Aborigines, “indigenous artist“ Elaine Russell, herself a member of the group of artists “Boomalli Aboriginal Artists“, had designed an additional Buddy Bear which generated proceeds of 15,000 AUD (approx. 11,000 EUR) in aid of UNICEF at the opening event!



The Buddy Bears - collecting money for UNICEF on the frozen lake Schlachtensee in Berlin



On a Sunday in January the Buddy Bär Berlin GmbH, the divers of the Berlin Fire Brigade and UNICEF jointly requested donations in aid of children in Pakistan affected by the devastating earthquake.

During this sunny weekend, the circle of United Buddy Bears-THE MINIS on the frozen lake were a motif of outstanding beauty for photographers. International artists had designed around 50 colourful bears on behalf of their native countries. The bears were standing together hand in hand on thick ice, presenting a joyful image while they were promoting tolerance and international understanding.

A day like that on the Berlin lake of Schlachtensee showed the beautiful side of extremely cold weather in our regions. In other countries, however, this kind of climate increases the devastating effects of bitter hardship. Together with UNICEF, big Buddy Bears requested donations to be made in aid of Pakistan. For each donation, the visitors were able to place a heart and their signature on a bear. The total of all donations enables UNICEF to send over 100 winter packages to children in the Pakistan earthquake region.

Buddy Bear Stamps



From the summer of 2006, people will be able to send "bearly greetings" from the capital of Germany. In time for the United Buddy Bears exhibition in Berlin, the Pin AG is going to issue approximately 500,000 stamps with 12 different motifs, designed by artists from all over the world.

Charity

Since November 2002, more than **1,127,000 €*** have been generated by Buddy Bear activities in aid of UNICEF and many regional child relief organisations through donations and auctions. (* March 2006).