



Buddy Bear Mail 2 / 2015

Photos of an exhibition – Goodbye Havana



Between 16th January and 3rd March 2015, thousands of people visited the United Buddy Bears in Havana every day. Havana's historic old town was bustling with people of all age groups – school groups, tourists and local residents. They all got together on the square *San Francisco de Asis*, took photos of the 124 colourful bears and enjoyed the great atmosphere.



Charity

So far, Buddy Bear activities have generated more than **EUR 2 million** in aid of UNICEF and many local children's relief organisations. (Reference date: March 2015).

Recently, selling a 1m tall Buddy Bear (Twin Bear Girl) at an auction in Zurich also contributed to this result. The auction generated the impressive amount of CHF 13,000. The Swiss artist Sabeth Holland had designed this unique sculpture. 100% of the auction proceeds are for the benefit of the aid organisation "Room to Read". The organisation works with children in Asia and Africa, furthering their reading skills and general literacy.



Human Rights Bear

The first *Human Rights Buddy Bear* stands in front of the Federal Foreign Office in Berlin. At the moment, only two bears of this kind exist.

A second 2m tall “Human Rights Bear” will travel around the world with the United Buddy Bears exhibition.

The idea for a dedicated Human Rights Logo came into being in 2010, inspired by the initiative:



“A Logo for Human Rights.”

The aim was to create a globally recognised logo to support the global human rights movement.

Ice Bear in Toronto

Canada’s ice-cold winters are well known across the globe. Yet Toronto makes good use of the bitterly cold temperatures – celebrating the annual *Icefest*.

For 10 years now, the *Bloor Street Festival* has taken place every February. During the festival, ice sculptures are carved and presented to the public.



This year, the German Consulate General in Toronto took part in the creation of an ice sculpture for the first time. The result of this initiative: An *Ice Bear* who welcomes the guests of the Consulate General – weather permitting.

Illuminated bear informs about electricity



At Berlin’s railway station *Hauptbahnhof*, tourists and Berliners can draw on a new source of information: For a short while now, the *Electricity Bear* has been shining brightly on the square *Washingtonplatz*. The *Stromnetz Berlin GmbH* sponsored the Buddy Bear.

The Buddy Bear was installed with complex lighting, enabling interested passers-by to discover a segment of Berlin’s high-tension network on the bear’s body. Integrated LEDs show the current flow in Berlin’s electricity supply system.



If someone steps on the platform, the current flow changes its direction. During the evening hours, the *Electricity Bear’s* primarily communicates: Berlin is full of energy!



Deutschland and Singapore celebrate 50 years of bilateral relations



To mark the 50th anniversary of diplomatic relations between Germany and Singapore, Federal Chancellor Angela Merkel welcomed the Prime Minister of Singapore, Lee Hsien Loong.

During their meeting, they reaffirmed the good relationship between the two countries.

The Buddy Bears – featuring elements of the individual country's local culture - symbolise the close ties between the two countries.

Embassy meets Buddy Bear

In the context of the most recent initiative of the Federal Foreign Office, many diplomatic missions have seized the opportunity to place a Buddy Bear in front of their Embassy or their Consulate General.

Among others, unique sculptures can be admired in front of the German Embassy in Brazil and Washington D.C. For a short while now, a particularly beautiful sculpture has been welcoming visitors to the Consulate General of Germany in Kaliningrad. The Buddy Bears represent Germany and symbolise the country's close ties with the respective host country.



Buddy Bear for Kaliningrad



Embassy Bear in Washington D.C.



Buddy Bear in front of the embassy in Brasília