



## Newsletter 1 / 2010

### United Buddy Bears – only a few days left in Berlin



It is only until 14<sup>th</sup> April that the United Buddy Bears will be staying in the large passage connecting the U55 underground station with Berlin-Hauptbahnhof. While the bears are still enjoying this well-deserved break in their hometown, preparations for the continuation of their tour around the world are well under way. Their next destination is Kazakhstan, around 4,000 kilometres (linear distance) from Berlin.



In the course of the Year of Germany in Kazakhstan, the United Buddy Bears will be presented in Astana from 15<sup>th</sup> May until the end of July 2010. The exhibition is organised in cooperation with the German Embassy and the Akimat Administration of Astana.



The artist of the Kazakh United Buddy Bear, Leyla Mahat (see photo on the left) is particularly looking forward to the forthcoming exhibition:

“United Buddy Bears is a family. And I feel myself as a part of it. When I was painting my “bear” there was an Argentinean artist painting her “bear” behind me and artist from Bhutan in front of me. Also there were artists from: Trinidad & Tobago, Egypt, Niger, Togo, Denmark, Kyrgyzstan etc. And we felt like our bears - are brothers, though we live at the different continents.

I am very glad “United Buddy Bears” coming to Kazakhstan.”



## POWWOW in Berlin



Following the invitation of the Berlin Convention Office (BTM), the Buddy Bär Berlin GmbH presented itself at the POWWOW for the first time in February of this year – having participated in the event *Meeting Place 2009* last year. The term 'Powwow' - used by Native Americans since the 18<sup>th</sup> century – describes a meeting nurturing social contacts and celebrating major events. The literal translation is: "Somebody who has visions."



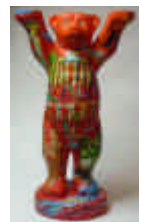
The United Buddy Bears globally promote Berlin and a cosmopolitan Germany. They are part of the city's extraordinary diversity – so why not communicate this at the POWWOW. The idea to offer workshops with Buddy Bears at artists' studios and other locations was welcomed with great enthusiasm by the event organisers. The artists Marina and Andreas Bitter designed large and small Buddy Bears throughout the event.



## Jackie Chan



On the occasion of the BERLINALE in February 2010, **Jackie Chan** – one of the greatest supporters and friends of the United Buddy Bears since 2002 – presented his new film 'Little Big Soldier' in Berlin. Eva und Klaus Herlitz had the opportunity to meet him and discuss future joint projects with the actor.



Welcome gift – a bear especially designed for him.

At the press conference, Jackie gives Buddy Bears to his fellow actors.

In addition to the United Buddy Bears exhibition in Hong Kong, Jackie Chan started his own website. *Jackie's Kids Corner* regularly advertises design competitions, mainly intended to be fun, but at the same time communicating valuable information about the *Buddy Bear* project and UNICEF: [www.jackiechankids.com](http://www.jackiechankids.com)

## Buddy Bear present

The artistically designed, handpainted Buddy Bear miniatures are always a very special present for participants and guests at an event, particularly if an artist creates an individual design for the recipient and matches the occasion.

In September 2008, **O2 World** – one of the most state-of-the-art multipurpose venues in the world - opened its doors. The successful sports clubs 'Berliner Eisbären' and 'ALBA Berlin' found a new home here. Up to 17,000 visitors can also enjoy concerts with world-famous artists here. Each star takes his or her very personal Buddy Bear home as a souvenir – a wonderful reminder of this amazing arena and naturally of their visit to Berlin.



### Charity

So far, over **€1,600,000\*** have been raised with Buddy Bear activities in aid of UNICEF and many local children's relief organisations through donations and auctions (\*reference date: March 2010).