



## BUDDY BEAR MAIL 1 / 2019

# New Year greetings to our readers all over the world



Berlin 2017 / 2018



Rīga 2018

The Buddy Bears look back on an exciting year 2018. During the first days of the year, the United Buddy Bears stood on the Berlin square Walter-Benjamin-Platz in cold and grey weather. During the fantastic once-in-a-century summer, they travelled to the Baltic States for the first time and attracted almost a million visitors who were delighted to see the bears on Riga’s Cathedral Square to mark the occasion of the Latvian centenary celebrations.

There is also a direct connection between the Buddy Bears and the commitment to support the youngest members of society. As a direct result of the exhibition in Latvia, it was a great joy to see that it was again possible to help many children. A fundraising campaign organised around the United Buddy Bears generated almost 10,000 euros for the children’s hospital in Riga. On the “Charity Day 2018”, Rolf Schütte, the German Ambassador to Latvia, handed over a cheque to the Head of the Children’s Hospital Foundation, Liene Dambina.

We are already discussing interesting future destinations for our exhibition, with some concrete plans for 2019. Hence the global tour of the United Buddy Bears that started at the beginning of the millennium continues this year – again communicating its message of tolerance and international understanding to the world – and more and more countries join in.

Last winter, Buddy Bears were added to represent Angola and Gabon (created by Manuela Sambo and Michelle Nze, respectively), a bear representing the Central American country Belize will also travel around the globe in the future. In September, the Belizean artist Pen Cayetano visited Berlin and created a 2m tall Buddy Bear for the circle of United Buddy Bears.



Angola



Gabon



Belize

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## A Buddy Bear sent by the German Chancellor

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On 15<sup>th</sup> and 16<sup>th</sup> November 2018, the Ibero-American Summit took place at the UNESCO World Heritage Site Antigua in Guatemala. 20 of the 22 Heads of State and Government of the Spanish- or Portuguese-speaking countries in America and of countries on the Iberian Peninsula took part in this conference. Regrettably, the Presidents of Venezuela, Nicolás Maduro, and of Nicaragua, Daniel Ortega, did not attend this event. Germany participated as a guest of honour and a future observer.

As a present from Germany and a sign of friendship with the participating countries, the German Ambassador Harald Klein unveiled the Ibero-America Bear – created specifically for this occasion – in the presence of the Heads of State and Government. On a plaque, the Buddy Bear brought a message sending greetings from the German Federal Government to the participating politicians, who then signed this plaque.



The Guatemalan President Morales and Ambassador Klein



The Mexican artist Gabriel Hermida was in charge of designing this very special bear. On the back of this 2m tall “ambassador”, he painted the flags of the countries in the shape of doves of peace, carrying olive branches in their beaks. The German flag was also included in the design.

After the conference, the Ibero-American Bear was handed over to the Mayor of Antigua in a festive ceremony.

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## Small Bears – Great Honour

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During the past year, Buddy Bears were once more presented to people, companies and initiatives to honour their special dedication to various causes in many different areas of society.

In November, the **Green Buddy Awards** – or “green Oscars” – were presented for the 8<sup>th</sup> time. In September, four Berlin companies received the **Vocational Training Buddy** (Ausbildungs-Buddy), and in the summer of 2018, the initiative wirBERLIN awarded a bear for particularly committed voluntary work. To mark **Europe Day** in May, a “**Blue Bear**” was awarded at the Red Town Hall in Berlin once again, honouring initiatives that demonstrate a special commitment to Europe. We followed our tradition and ended the “award year” with the great gala in December, where the **Berlin Sportspersons of the Year** were honoured with a Buddy Bear.

At major and smaller events, many more bears were passed on to people who make a difference with their actions and their ideas. Buddy Bear Berlin looks forward to supporting this extraordinary commitment in the coming years.



# Buddy Bear Berlin steps up commitment to help children

From 1 January 2019, 5% of all net proceeds generated in our online shop will be donated to children's aid organisations.

This complements the support provided by Buddy Bear Berlin to charity organisations that help children in need. This support – so far through auctions and fundraising campaigns to generate donations – have been firmly rooted in our company's philosophy right from the start.



Of course we will continue to offer a special price for the purchase of large bear sculptures if a defined amount is donated to a charitable organisation in accordance with our purpose.

Buddy Bear Berlin expands the support of children's relief organisations with this additional commitment for its webshop and continues their strong support for the youngest members of our society.



## Charity

Since 20 June 2001, when Buddy Bears appeared on the streets and squares of Berlin for the first time, Buddy Bear activities and help for children in need have been inseparable. Bears are continuously sold at charity events in aid of UNICEF and other children's relief organisations.

The total amount of donations generated so far is

**€2,317,000**