

- Royal Patron's Message -

Finally the bears are here in Malaysia, all 147 of them. A treat for us all!

The United Buddy Bears is a splendid concept to promote the Art of Tolerance among different people, different cultures, different religions and different lands. The message of peace, international understanding and tolerance conveyed by the United Buddy Bears around the world is undoubtedly fitting in a world beleaguered with strife, wars and crises.

I believe that if every global citizen is willing to understand each other, and to communicate amicably, we will achieve a degree of unity. I earnestly hope that the United Buddy Bear World Tour will make people think about tolerance, mutual understanding and peaceful co-existence.

The United Buddy Bears are canvases for artists from more than 140 different nations to tell a story about their history and tradition, showcasing their creativity and national pride. Reflecting the diversity of the cultures of one world, these works of art encourage unity as they bring the different people of the globe together to a common platform where communication is in a universal language and messages clearly understood, thus fulfilling the key objective of the United Buddy Bears. Visitors, particularly children, can learn about the history, culture and landscape of the different countries at the exhibition.

Besides promoting art, unity and peace, the United Buddy Bears carry a noble cause, that of helping children in need from around the world. Children are our future. They need to be looked after, loved, nurtured and moulded so that they have the opportunity to become good citizens contributing socially and economically to their respective communities.

I am very pleased that United Buddy Bears Malaysia will be raising funds for several children relief organisations internationally and in Malaysia so that their various projects can be realised.

I hope that individuals and corporations will come forward and donate generously to a great cause.

Thank you.

DYMM Sultan Sharafuddin Idris Shah Alhaj
Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj