Press release

Extraordinary success for the Red Cross Ball Geneva 2019: record result of CHF 1 million raised to support isolated elderly people in Armenia and Geneva

Geneva, 14th October 2019. **This year's charity ball organized by the Swiss Red Cross and the Geneva Red Cross was held at the HEAD Campus in Geneva on Saturday 12th October. A record CHF 1,000,000 (CHF 795,000 in 2018) was raised from the live and silent auctions and of course the grand tombola, all featuring lots generously donated by local sponsors. The funds raised will be used for the benefit of vulnerable elderly people in Armenia and in Geneva.**

The **Swiss Red Cross** is investing in projects in Armenia in collaboration with the **Armenian Red Cross.** The money raised by the Ball will enable us to help elderly people living alone in isolated rural regions. The Red Cross helps them to live dignified lives, improves their access to quality medical services and provides social services at their homes. As in many countries in Central Asia and eastern Europe, the younger generation of Armenians tends to emigrate, aggravating the isolation of the older generation who are left to fend for themselves.

The money raised at the Red Cross Ball will also fund three local programmes run by the **Geneva Red Cross** that aim to promote intergenerational solidarity and the social integration of people over 70 living alone without the support and care they need. The programmes enable elderly people to continue to live dignified lives in their own homes for as long as possible.

This 17th charity gala was attended by over 500 guests, including many celebrities. The evening's programme featured a fashion show, the Swiss première of the new joint collection by designer **Stéphane Rolland** and Geneva jeweler **Boghossian**, who is of Armenian origin.

Mélanie Freymond and David Cuñado hosted the Ball. **Choral societies from Veyrier and Eaux-Vives**, featuring children and seniors especially for this occasion, delighted the guests with one of Charles Aznavour's beautiful songs, under the baton of **Franz Josefovski**. The guests enjoyed a gastronomical dinner composed by **Chef Julia Sedefdjian**, with dishes inspired by her Armenian and French origins. The youngest starred chef in France, who runs Le Baieta in Paris, prepared this exceptional menu in collaboration with the **experienced team from Geneva's Mandarin Oriental**. Finally, **DJ Bob Sinclar**, star of the international electro circuit, brought ball guests out on to the dance floor to round off the evening.

Geoffroy Ader and Stéphane Aubert, auctioneers at leading French auction house **Artcurial**, wielded the gavel for the evening's auction. In a new feature, this year guests had the opportunity to bid in the silent auction before the event, on the dedicated ball website https://charity-events.redcross.ch/ball-geneva, which gave the donors greater visibility and highlighted the prices of the lots.

Captions for photos downloadable from redcrossball2019.ch (password: press2019)

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Media contact:

Sabine Zeilinger
Communications Manager, Swiss Red Cross
+41 79 337 53 93
sabine.zeilinger@redcross.ch

Laurence De Cecco
Senior Consultant, Blossom Communication, Geneva
+41 22 344 79 02
laurence.dececco@blossom-com.ch