



## Media release

# The Red Cross Charity Ball in Geneva raised CHF 783,800 for mother and child projects

Geneva, 4 October 2021 – This year's charity Ball organized by the Swiss Red Cross and the Geneva Red Cross was held at the Domaine du Grand Malagny in Geneva on 2 October. CHF 783,800 was raised from live and silent auctions and the many lots generously donated by local sponsors. The proceeds will be used for mother and child health projects run by the SRC around the world and programmes to support vulnerable women in Geneva.

More than 400 guests, including a large number of public figures, attended what is one of the largest charity events in Switzerland. After a year's hiatus in 2020, the 18th Red Cross Ball took on a special dimension owing to the worldwide pandemic and the increase in vulnerability it caused, but the guests were nonetheless delighted to meet up again.

### Mother and child health

The SRC runs projects to improve mother and child health in Togo, Ghana, Malawi, Pakistan, Bangladesh, Nepal and Laos, where many women still put their lives in danger by giving birth at home, without the assistance of a midwife or a competent healthcare worker. The SRC has for example set up and equipped several dispensaries in the remote north of Laos and helped to reduce deaths in childbirth.

### Vulnerable mothers in Geneva

The Geneva Red Cross runs projects that support single mothers living in precarious circumstances. The proceeds of the Ball will enable it to continue this essential support for these single-parent families that already had difficulty making ends meet and then found themselves in dire straits when the pandemic struck.

In Geneva, the requests for assistance more than doubled last year, and half of those were from women. The Geneva Red Cross helps them to cope with their day-to-day difficulties and find a job. It provides customized advice, an emergency childminding service and financial assistance.

### Enchanting evening

Hosted by SRC ambassador **Mélanie Freymond**, the highlight of the evening was an outstanding fashion show, the first organized by designer **Antonio Riva Milano** and the famous jeweller **Chopard**. Besides the musical and artistic interludes and a set by star DJ **Bob Sinclar**, the guests were delighted with a gastronomic journey of discovery by the Michelin-starred Chef **Thierry Marx**, who runs the Sur Mesure restaurant in Paris, in collaboration with the team from Geneva's Mandarin Oriental.



### **Exceptional commitment**

The Ball owes its success largely to the work of the Red Cross Ball Committee members and the volunteers from the Geneva Red Cross. After 10 years of loyal service, many field trips and millions of francs raised in support of Red Cross programmes, co-chairwomen **Absa Kane** and **Dania Samawi**, have now decided to retire from the Ball Committee.

**Photos with captions can be downloaded from the Press Selection section of:**

[www.teamgallery.ch/redcrossball2021](http://www.teamgallery.ch/redcrossball2021)

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