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Swiss Red Cross



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The Dolder Grand, Zurich  
7 September 2013

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Swiss Red Cross



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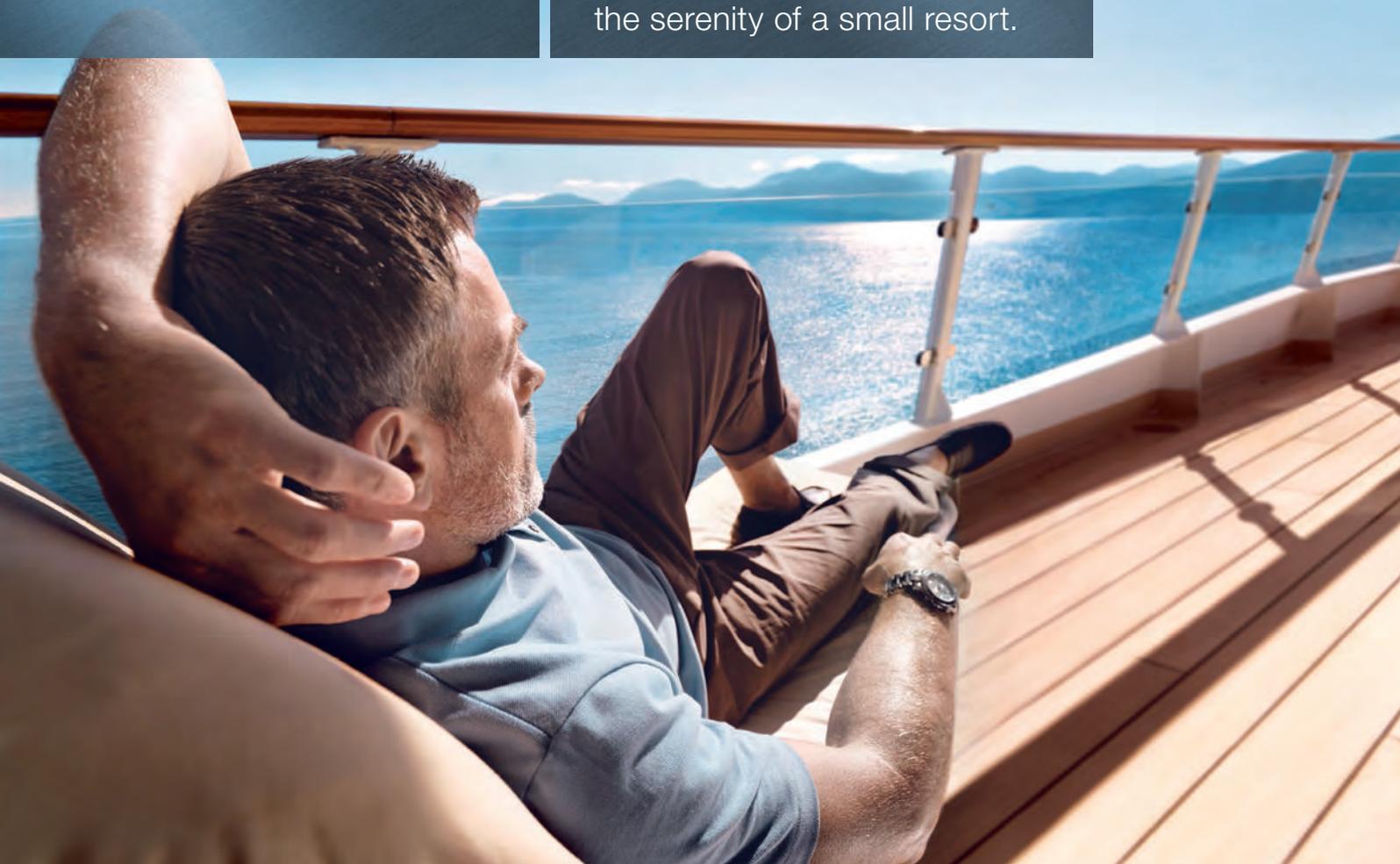
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*RED CROSS GALA 2013:  
MESSAGE FROM THE PRESIDENT  
OF THE SWISS CONFEDERATION*

U ELI MAURER

11

This year's Red Cross Gala is under the theme "strong children need healthy mothers", with the Swiss Red Cross continuing its tradition of drawing attention to little-known suffering and the victims of forgotten disasters.

It helps us to remember those countries and people whose plight is no longer directly in the media spotlight. Those people, in other words, whose sad fate rarely hits the headlines.

This evening's event is dedicated to the silent deaths of infants and their young mothers. Despite progress in healthcare, large areas of the Third World still have high infant and maternal mortality rates. The Swiss Red Cross is therefore committed to projects aimed at improving the situation in various countries.

In Togo, for example, where the healthcare is so bad that one child in seven will die before its fifth birthday.

And in Laos, where local volunteers in 470 villages have been trained in first aid and taught about issues of hygiene, preventative healthcare and family planning.

Or in Bolivia, where volunteer health auxiliaries carry out check-ups on expectant mothers and infants.

The work of the Swiss Red Cross is to a considerable extent carried out by volunteers. Taking all of its member organisations together, there is a total of 73,000 volunteers in Switzerland. Every year they provide roughly 2 million hours of work free of charge for the benefit of others.

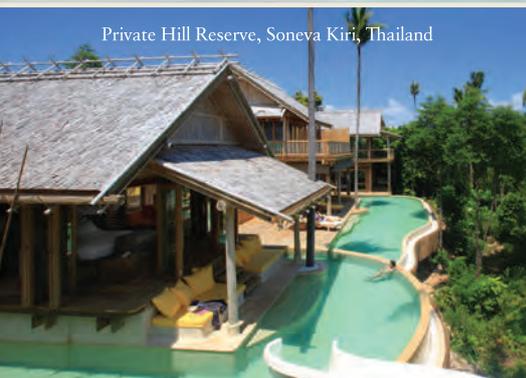
However, the SRC's work outside Switzerland is provided by professional staff. To fund such missions, the Swiss Red Cross relies on donations. The money you give will provide support for humanitarian work in forgotten places where help is seldom found. That help is therefore all the more valuable – and so is your donation. On behalf of the Federal Council, I thank you all.



**Ueli Maurer**  
President of the Swiss Confederation



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*MESSAGE FROM THE PRESIDENT  
OF THE SWISS RED CROSS*

## ANNEMARIE HUBER-HOTZ

“Strong children need healthy mothers” is the theme of this year’s Red Cross Gala. Yet it could also have been called “healthy children need strong mothers”. Under the living conditions in Laos, Togo and Bolivia it takes strong mothers to live a healthy life and keep small children healthy. Especially the mothers carry many burdens: they not only have to look after their families and homes but often also their families’ crops and fetch water for their households, sometimes long distances.

This is why we especially want to help them with our mother-child health programmes. Every pregnancy and birth is a risk for them. It takes a great deal of effort to protect small children from dangers to their health. This is why these programmes are a key feature of our work outside Switzerland. In Laos, Togo and Bolivia they are particularly important. These three countries are among the poorest in Asia, Africa and South America.

As a mother and grandmother, the fate of the young women and their families in these countries is very close to my heart. In accordance with the Fundamental Principle of Humanity, it is our duty to prevent or alleviate human suffering wherever it may be found and to protect human lives and health. And under the Fundamental

Principle of Impartiality we strive to help people according to their degree of need. So we are dedicating this Red Cross Gala to these extremely vulnerable people in three of the most deprived regions of the world. We want to help them to become healthier and stronger.

I am most grateful that you, our dear guests, are here this evening as a sign of your sympathy and solidarity with women and children who struggle every day to lead a healthy life. I greatly appreciate your commitment and wish you a most pleasant evening.



**Annemarie Huber-Hotz**  
President of the Swiss Red Cross





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# MOTHER & CHILD



In need of protection, food and love: a newborn baby in a birthing centre in Laos.

## *HEALTHY CHILDREN NEED STRONG MOTHERS*

# 18

The birth of a child is associated with good fortune and happiness throughout the world. Newborns are seen as a new start, signify hope and represent the future of the next generation. Yet, for the parents, with the birth of their offspring also suddenly comes a constant concern: the fear for the child's welfare. In the poorer regions of the world, life comes with a great deal of mortal dangers: in Africa, one in six children dies before its fifth birthday; in Asia one in 12. They lose their lives to diarrhoeal and respiratory diseases, measles, tuberculosis or the consequences of malnutrition. In other words, diseases that could actually be prevented.

In their first few years, children need unconditional protection, food and love. The healthier the mother, the better her children's chances. So it is even sadder to know that every day as many as 1,500 mothers die of complications during childbirth. When there are no midwives to help with the birth, mothers are left to their fate. They bring their children into the world suffering from heat, dust and a total lack of hygiene. In developing countries, massive haemorrhaging, multiple pregnancies, or energy-sapping labour lasting many hours often end in death for both mother and child.

Because healthy mothers and their children are the key to a better future, the Red Cross is investing in their protection and healthcare in the poorest regions of the world. Red Cross volunteers are trained to be ambassadors for better hygiene, nutrition and health. They take this valuable knowledge to the most remote villages and pass it on to the families.

### **Laos: Growing up healthy**

In the south-east Asian country of Laos most of the rural population live in dire poverty. In the remote regions the water supply is bad and there are few roads. Healthcare services are inadequate and many people cannot afford them. In many remote villages thousands of women and girls need to carry water from afar day in day out – water for household use, but even drinking water to quench their thirst in the heat. Yet the water carries fatal dangers: it is often contaminated and leads to severe diarrhoea. As they have no



Water is life: little girl washing her hands at a fountain in Laos.

Sharing knowledge: a mother and her child with Red Cross volunteers at a mothers' club.



reserves, infants cannot survive. And even when there is an outbreak of illnesses such as hepatitis or typhus, the poorest sectors of the population are left to their own devices as they cannot afford a doctor. Many of them do not even have enough money to travel to the nearest hospital. This brings extreme health risks with it, especially for children and mothers during pregnancy and childbirth.

The SRC would like to improve these difficult living conditions in the provinces of Luang Prabang and Oudomxay. It is supporting the villages by installing a water supply and building household latrines. At the same time, Red Cross volunteers are teaching the villagers about the most common diseases and how to protect themselves. Improved hygiene, such as hand washing or the correct disposal of waste and animal faeces in the village, can reduce the risk of many dangerous diseases. Water committees are being set up to take care of the water installations and maintain them. Community midwives are being given practical training. In the villages the mothers are encouraged by the women's groups and with "health festivals" to make use of the midwives' services. The midwives teach the mothers about the benefits of breastfeeding, the best nutrition for their babies, and give advice about illnesses.

The SRC has also set up a social fund so that even the poorest and largest families can consult a doctor in the event of illness. This healthcare card provides free access to medical care. The fund covers the cost of transport and hospital care and enables parents to accompany their children to the hospital and stay with them during treatment.

Lay Simom is sad and exhausted. Just 10 days ago, this 32-year-old woman suffered a miscarriage while working in the fields. "Fortunately, they took me by motorbike to the hospital in Nambak. I could stay there for four days. I don't think I would have survived otherwise." Without the SRC healthcare card, Lay Simon would not have had quick access to free medical treatment. The card entitles very poor families with many children to have free



© SRC, Luis Vera

Close connection: mother and child of the Guarani people in Bolivia.

medical assistance. Transport and hospital treatment are also covered.

#### **Togo: Shared knowledge saves human lives**

In rural areas of Togo, the vast majority of the population are self-sufficient yet living in extreme poverty. Malaria is widespread and most children are undernourished. Poverty-induced blindness and eye diseases hinder thousands of children and adults in their everyday lives. In the centre of the country the SRC's goal is to improve healthcare for about 320,000 people.

The Red Cross is also working to improve healthcare for mothers and their children. Together with the local Red Cross, volunteers have been trained in health issues. They support the families with healthcare, pre-natal care and help to prevent diseases, such as malaria, diarrhoea or eye diseases. They teach the villagers about ways to improve hygiene, even under difficult circumstances, and thereby protect the health of their babies. In mothers' clubs women of various ages exchange information about nutrition issues, hygiene and health.

A special effort is made to involve women and girls in the eye care programme for the prevention of poverty-induced blindness. Because, although they traditionally have less access to medical care than the men, almost two-thirds of all blind people are women and girls. So that children with eye problems can be diagnosed early, the Red Cross provides courses for village school teachers. Every year hundreds of children are treated and supplied with spectacles. This benefits their health but also their education.

#### **Bolivia: Improving health together**

Bolivia is the poorest country in South America. Malnutrition and undernourishment are widespread, particularly in the rural regions. This has dramatic consequences for small children. The chronic lack of nutritious food hinders their physical and emotional development. They are at greater risk of infectious diseases, such as diarrhoea or pneumonia. Frequent illness emaciates them even

more. If pregnant women suffer from malnutrition and undernourishment, this makes their unborn child even weaker.

The causes are various aspects of poverty, such as bad dietary habits, poor hygiene and a lack of knowledge. The meagre produce from subsistence farming is nutritionally poor and healthy foodstuffs are too expensive. In Bolivia's lowlands, in Santa Cruz, Chuquisaca and Potosí, the Red Cross and its partners are therefore encouraging families to organise themselves and join forces to make long-term changes in the healthcare sector. They get together, analyse their health issues and look for appropriate solutions. Volunteer health auxiliaries in the villages provide first aid and treat common illnesses such as diarrhoeal and respiratory diseases. They also perform check-ups on pregnant women and infants.

# 21



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# TO THE MOTHERS AND CHILDREN OF LAOS

*BY THOMAS ACHARD,  
SWISS RED CROSS*

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Laos is one of the poorest countries in South-East Asia. In many villages there is no clean water available, no sanitation, no transport, and no medical care. It has the highest maternal and infant mortality in the region. Too many mothers die while giving birth and too many babies do not survive their first year of life. The Swiss Red Cross (SRC) has been working in Laos for many years. Together with the Lao Red Cross, the government and the population, we have built water supplies and latrines for more than 8,000 families. A lot has been achieved: hygiene has dramatically improved, diseases such as diarrhoea have been reduced, but there is still a long way to go to improve mother and child health.

Every two years since 2003 the SRC has held a fundraising gala in Zurich. Thanks to high-profile guests and exclusive auction lots, the event raises a considerable amount of money. This year's gala has been organised by a group of highly committed ladies, with Hilda Burger-Caldéron, Susan Bär, Marilo Illy, Amaya Albers-Schönberg, Clarissa Zehnder, Sasha Prenosil, Yogini Kakar and Lilly zu Sayn-Wittgenstein as members. Thanks to their relentless voluntary work, the 2013 gala will without any doubt be a complete success. The money raised will be used to finance the new SRC project in Luang Prabang Province in Laos. Nurses will be trained to become village midwives. They will be able to give mothers regular check-ups during pregnancy. They will assist births and know how to prevent and treat complications. They will help mothers to raise healthy children.





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To show the 'committee ladies' the reality of everyday life in northern Laos, a trip was organised by the SRC in late 2012. Six of the committee members signed up for the adventure. We were received at the headquarters of the Luang Prabang branch of the Lao Red Cross by Mr Chansouk, the head of all Lao Red Cross branches in the northern region. He explained the functioning of the branch and all the work achieved so far. To raise funds, the branch has built a factory to purify water and sell it to the lodges and hotels in Luang Prabang. The profits are invested in the projects. Another fundraising activity is the Red Cross steam bath and massage parlour. Unfortunately, not all of us had the time to enjoy a relaxing massage.

The next day we went to a village where a water supply system and latrines had been built for all families. We were accompanied by Mrs Manivone, the head of the Luang Prabang Red Cross branch. Each family receives a bag of cement and the help of a Lao Red Cross technician, while all the work and the rest of the materials must be supplied by the beneficiaries. Two volunteers, a woman and a man, are active in the village to encourage people to apply better hygiene.

The next day we drove north to Nam Bak District Hospital. The SRC and the LRC have developed the equity fund, a scheme that



gives free access to hospital treatment for the poorest members of the population. Normally hospital visits must be paid for in cash and before this fund was set up more than 20% of the population had no access to treatment.

In the afternoon we visited another village where all the children lined the road to greet us, like a guard of honour. They put flower garlands around our necks to thank us for the water supply built by the LRC. We then sat in the village chief's house where a 'bassi' was organised for us – the elders sing and the old ladies fix cotton threads around the guests' wrists to wish them a good journey, luck, many children, and so on. Naturally we all had to drink at least one cup of LaoLao, the local rice brandy.

The next day we went to Vieng Kham hospital. A lady had given birth two hours before, but she had already left the hospital to go home. Fortunately she lived nearby. We went to visit her and wish her good luck with her newborn child. Custom dictates that you roll up a banknote and fix it around the baby's wrist. As all of us wanted to give them a present, half an hour later the baby was rich. In the village the women were weaving silk fabrics. Our ladies could not resist the fabrics as they were so nice and cheap because they had never seen foreigners. In the end the village women had done the best business of their lives.

Our journey came to an end. But how were we to get back to Luang Prabang? Nobody was keen to drive back along a bumpy road. So our 'gang' choose a local boat – quite an adventurous way of travelling down the Nam Ou, the golden river. It was actually more a kind of river rafting through the rapids that lasted almost the whole day. We were all wet by the end but fortunately the captain did an excellent job; the boat did not capsize and we did not need our life jackets. It was definitely an adventurous trip. To calm down after the thrill we visited the Cave of the Thousand Buddhas along the Mekong. Over the last 300 years devotees have placed here thousands of small Buddha statues, made of stone or wood covered with gold. These Buddhas looked at us in the twilight as if to show their eternal wisdom.

The last evening was rounded off with a nice farewell party with our hosts. Hilda Burger-Caldéron thanked them for their fantastic hospitality and wished them success in their future programme.



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*WE ARE HAPPY TO WELCOME YOUR  
HOST AT THE SRC GALA 2013*

## SANDRA MARIA MEIER



Sandra Maria Meier has been a television and event presenter for many years (ZDF, Deutsche Welle TV). In her diverse career she has presented a number of TV shows as well as many international events in multiple languages. Mrs. Meier studied Journalism, and has achieved the title of Dr. phil. in romance philology and journalism. Tonight, she welcomes you as your host throughout the evening.

# PROGRAMME OF THE EVENING

06:30 PM RED CARPET CHAMPAGNE RECEPTION  
BY LOUIS ROEDERER

07:15 PM PURA SANGRE DANCE COMPANY

07:45 PM GALA NIGHT AND DINNER HOSTED  
BY SANDRA MARIA MEIER

10:15 PM CHARITY AUCTION  
MR. ANDREAS RUMBLER, CHRISTIE'S

11:15 PM MATT BIANCO LIVE!

11:50 PM PARTY UNTIL THE EARLY HOURS  
WITH DJ LUKJLITE

11:55 PM CLOSING OF THE SILENT AUCTION

02:00 AM CARRIAGES

*DRESS CODE: BLACK TIE / EVENING GOWN*

R

THE ARTISTRY OF CHAMPAGNE



*MESSAGE FROM THE CHAIR OF THE  
SWISS RED CROSS GALA COMMITTEE*

# HILDA BURGER-CALDERÓN



**Ladies and Gentlemen, dear guests,**

As Chair of the Gala Committee, it is a great honour for me to welcome you to the Swiss Red Cross Gala 2013 at the Dolder Grand in Zurich.

The birth of a child is associated with good fortune and happiness throughout the world. Newborns are seen as a new start, signify hope and represent the future of the next generation.

Still today the birth of a child also suddenly comes with a constant concern: the fear of the mother's and the child's welfare. In the poorer regions of the world, life comes with a great deal of mortal dangers: in Africa, one in six children dies before its fifth birthday; in Asia one in 12. They lose their lives to diarrhoeal and respiratory diseases, measles, tuberculosis or the consequences of malnutrition. In other words, diseases that could actually be prevented.

So it is even sadder to know that every day as many as 1,500 mothers die of complications during childbirth. In developing countries, massive haemorrhaging, multiple pregnancies, or energy-sapping labour lasting many hours often end in death for both mother and child.

Because healthy mothers and their children are the key to a better future, the Red Cross is investing in their protection and healthcare in the poorest regions of the world. Red Cross volunteers are trained to be ambassadors for better hygiene, nutrition and health. They take this valuable knowledge to the most remote villages and pass it on to the families.

Last November, during a personal tour of various Swiss Red Cross projects in Laos, we were able to gain an insight into the wonderful work of the SRC and we could feel the gratitude of the people.

On behalf of the entire Swiss Red Cross Gala Committee, I thank you for your generous contributions and wish you all a very fulfilling evening.

Yours

**Hilda Burger-Calderón**

Chair of the Swiss Red Cross Gala Committee

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From left to right: Lilly zu Sayn Wittgenstein, Yogini Minissale-Kakar, Sasha Prenosil, Hilda Burger-Calderón (chair), Amaya Albers-Schönberg, Clarissa Zehnder; in front: Susan Bär, Marilo Illy

# THE SWISS RED CROSS GALA COMMITTEE

Dear guests

On behalf of the SRC, we most warmly welcome you to the Swiss Red Cross Gala 2013 in Zurich. This is one of SRC's most important and biggest fund-raising events.

In November 2012 we had the one-off opportunity to visit SRC projects in Laos. The Red Cross Gala Committee was deeply moved and impressed by the work being done by the Red Cross. Our visit to Laos has redoubled our motivation to make every effort to organise a successful Swiss Red Cross Gala for 2013. We want to maximise the funds we raise for SRC's projects of urgent necessity worldwide.

We will be grateful if you can support us by giving generously.

Yours faithfully

**The Swiss Red Cross Gala Committee**

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*MESSAGE FROM MANAGING DIRECTOR,  
HEAD INVESTMENT BANKING CREDIT SUISSE  
SWITZERLAND*

MARCO ILLY

The mission of the Red Cross is one of the greatest humanitarian achievements since the 19<sup>th</sup> century, 151 years later it continues to excel in providing help to those in need on a global scale.

Credit Suisse strongly believes in the merits of philanthropic engagement. As a global institution, we depend on a stable and prosperous environment. Thus, we see it as our responsibility to support the great organisations – such as the Red Cross – dedicated to contributing to the welfare of our society.

In 2008, Credit Suisse became the first global financial institution to join the ICRC Corporate Support Group, complementing our existing relations with national Red Cross societies in Switzerland, the US, Hong Kong, Australia and Singapore.

This year's Gala is dedicated to the "Victims of Forgotten Disasters", and the Swiss Red Cross is working on a number of projects around the world to support this cause. "Mother and Child" is the theme of the Swiss Red Cross Gala 2013. Still about 600,000 women die of the consequences of insufficient medical care during

their pregnancy, or as a consequence of giving birth. Millions of children become the victims of sicknesses like diarrhea or measles. This could be avoided with basic medical care.

With this event, you can help to support the Swiss Red Cross in this important area.

Credit Suisse is proud of the achievements of the Swiss Red Cross and is honoured to support this event. We wish you an enjoyable evening.



**Marco Illy**  
Managing Director,  
Head Investment Banking Switzerland  
Credit Suisse AG



Avaloq is  
**proud**

to support  
**Matt Bianco**

at the  
**Red Cross  
Gala 2013**

#### **Avaloq: Essential for Banking**

The Avaloq group is the international reference for integrated and comprehensive banking solutions for retail, wealth management and universal banks. Avaloq's products are in use in the most demanding financial centres. More than 1,300 highly-qualified banking and IT specialists develop and operate banking technologies that are fully-integrated from front and middle to back office. With a 100% success rate in the implementation of its solutions, Avaloq, in the 25 years of its existence, has won the trust of a first class community of the world's leading financial institutions, partners and universities in over 20 countries. Avaloq has a customer base of over 100 banks which put their faith into the company's solutions. The firm, with its headquarters in Switzerland, has branches in Berlin, Frankfurt, Geneva, Leipzig, London, Luxembourg, Paris, Vienna, Zurich, Hong Kong, Singapore and Sydney. It has two development centres, one in Zurich and one in Edinburgh, as well as a development support centre in Manila. Avaloq provides leading business process and IT outsourcing solutions in Switzerland (B-Source) and in Germany.

More information under [www.avaloq.com](http://www.avaloq.com)

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essential for banking

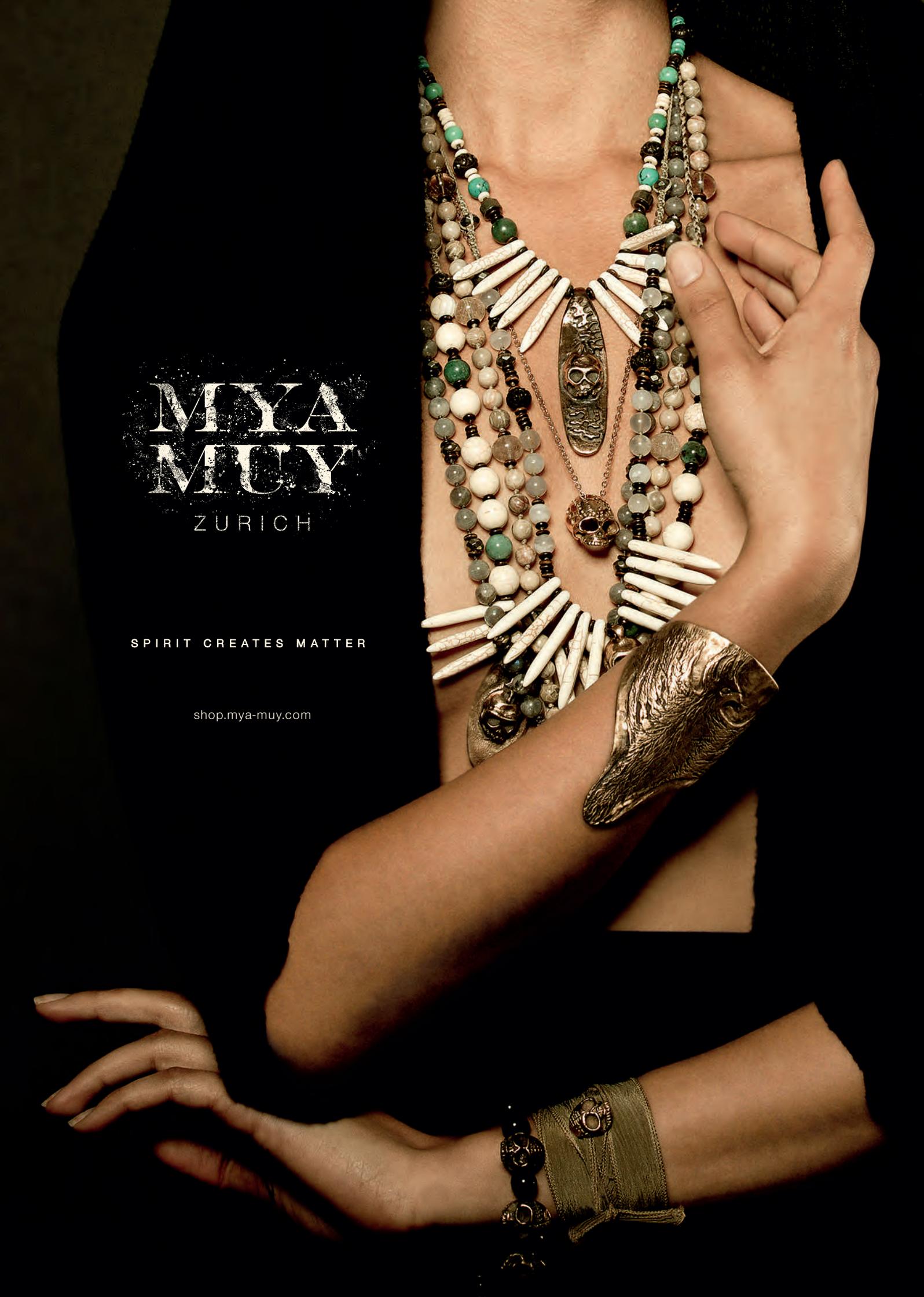


# MATT BIANCO

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Hey, come on, the '80s weren't all as bad as people make them out to be. After all a lascivious, Brazilian style of lounge pop music was born back then, which is excellently suited to dancing the night away, accompanied by tasty cool drinks, celebrating love of life together. No other band embodies this sunny side of the '80s quite like Matt Bianco does. At their performance in St. Moritz last year it literally took them "Half A Minute" to turn their listeners into dancers. "Yeah! Yeah!"

Mark Reilly | vocals  
Mark Fisher | keyboard  
Andrew Ross | saxophone, flute  
Leon Stenning | guitar  
Nick Cohen | bass  
Frank Tontoh | drums  
Megan Cavanaugh | background vocals



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# RÉGINE

# GIROUD JUWELEN

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Régine Giroud is one of the most sought-after experts on antique jewellery and gems in Switzerland.

She is an excellent gemmologist and an expert concerning diamonds who has managed her business, in the vicinity of Paradeplatz in Zurich, with great passion, since 1984.

The specialised shop for antique jewellery offers a wealth of unique jewellery pieces of Art Deco, Art Nouveau and the 19<sup>th</sup> Century. Beautiful Art Deco diamond-studded jewellery in platinum is one of the special features of the house. Whoever is looking for exclusive pieces will find signed antique jewellery pieces by famous jewellers of their time such as Cartier, Georges Fouquet and van Cleef & Arpels.

Régine Giroud AG Juwelen  
In Gassen 6  
8001 Zürich  
[www.regine-giroud.ch](http://www.regine-giroud.ch)



*WE ARE VERY PROUD TO WELCOME MR. ANDREAS RUMBLER, CHAIRMAN OF CHRISTIE'S SWITZERLAND, TO THE SRC GALA 2013 IN HIS ROLE OF AUCTIONEER.*

## ANDREAS RUMBLER

Andreas Rumbler began his career at Christie's in London in 1989. Ten years later, in 1999, he was appointed Director of 20<sup>th</sup> Century Art. In addition to his specialist activity, Andreas Rumbler was appointed Director of Christie's Germany, and in 2000 he left London to return to Christie's German head office in Düsseldorf. In 2012 he has been named Chairman of Christie's Switzerland. As an auctioneer, he conducts sales for Christie's in London, New York and Zurich. He also assists organisations, museums and institutions around the world with charity auctions.

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# CHARITY AUCTION

## *IN AID OF THE SWISS RED CROSS AND ITS "VICTIMS OF FORGOTTEN DISASTERS" PROGRAMME*

The charity auction is always one of the major highlights of the Swiss Red Cross Gala in Zurich. Fortunate buyers can offer themselves exceptional lots, priceless experiences and unique opportunities. A thrilling trip as a FIFA VIP guest at the 2014 FIFA World Cup™ at Maracana Stadium in Rio de Janeiro, an extraordinary Art Deco Diamond Bracelet by Régine Giroud Juwelen, dream journeys throughout the entire world, an exciting Formula 1 weekend at the Italian Grand Prix in Monza will give you every reason to join the bidding process, thereby supporting the work of the Swiss Red Cross worldwide.

So get caught up in the auction fever and up the ante! The auctioneer Mr. Andreas Rumbler, Chairman of Christie's Switzerland, will be more than happy to see you taking part.

### THE SWISS RED CROSS: CONDITIONS FOR SALE OF GOODS AT AUCTION

**METHODS OF PAYMENT:** cash, CCP, bank transfer, Amex, MasterCard, Visa  
Absentee bidders' credit confirmation should be established prior to the auction.

Each lot shall be at the buyer's risk from the fall of the hammer but must be paid for in full before the property of the goods passes to the buyer. **When a bid is accepted by the auctioneer's fall of the hammer, the successful bidder shall be deemed to be personally liable on making an accepted bid and the amounts of the accepted bids shall be immediately payable to SWISS RED CROSS**, recognised as a charity by Zewo. The buyer of each lot shall give his name and address and proof of identity to SRC at the sale and shall pay the purchase price in full at the conclusion of the auction.

This memorandum of contract is by way of confirmation only and successful bidders will be liable to pay the amount of an accepted bid notwithstanding that they fail to complete a memorandum of contract. Neither SRC nor their servants or agents are responsible for errors of description or for the authenticity of any lot or for any misstatement as to any matter affecting the lot.

Neither SRC nor their servants or agents make or give, nor has any of the employees of the SRC any authority to make or give, any representation or warranty in relation to any lot and any implied conditions or warranties are excluded. SRC reserves the right to fix a reserve price for any lot, and may without giving any reason refuse to accept the bidding of any person. In the case of a dispute as to any bid, SRC may immediately determine the dispute or put up the lot again at the last undisputed bid or withdraw the lot. All goods are sold with faults and imperfections and errors of description. Illustrations in catalogues/brochures are for general identification only. SRC sells the items as the beneficiary of the generosity of the named donor.

Any holiday, event or any other service sold is subject to any restrictions stipulated by the donor and referred to in the catalogue/brochure or advertised at the auction. SRC accepts no responsibility for the performance of any service (i.e. holidays, excursions, etc.) sold. The buyer shall pursue any claims in respect of the supply or failure to supply the service against the supplier of that service and not against SRC.

Buyers should satisfy themselves prior to the auction as to the conditions of each lot. Any statement by SRC as to the lot is a statement of opinion only and every person should rely on his own judgement as to all matters affecting the lot. The highest bidder for each lot shall be the buyer of that lot. Some of the lots are subject to a reserve.

*Charity Auction*

**N° 1**

**VIP Weekend – Free flight Zurich-Verbier / Verbier-Zurich combined with stay at Hotel Nevaï**

Hotel Nevaï and Heli-Alps provide you with an unforgettable VIP weekend in idyllic Verbier. Double Room, Fri-Sun.

Nestled in the heart of Verbier is a hotel that defines the snow, Nevaï. A modern personality designed with mountain warmth and intersperse with vibrant highlights, this new hotel boasts the ultimate in sophistication, dining, nightlife and relaxation.

Nevaï incorporates all the typical features of a luxury hotel with a chic modern Alpine design. The hotel consists of 33 superior rooms and 2 spectacular penthouse suites, offering high standards of comfort and design.

You will fly in by helicopter from Zurich to experience the tranquil Swiss Alps from an amazing view, with travel kindly provided by Heli-Alps. Founded in 2005 by 4 pilots, helicopter enthusiasts, Heli-Alps Ltd is a company located at Sion Airport, in the heart of the Swiss Alps, at the foot of the majestic peaks of Switzerland.

Since its beginning, the primary objective of the company has been to share its passion for flight. In recent years, Heli-Alps has specialised in moving people in Switzerland and beyond borders, as well as transport for Heli-Skiing during the winter.

**Value: CHF 13,000**



**HELI + ALPS**

*Charity Auction*

**N° 2**

**Enjoy the ultimate US Open experience!**

The US Open tennis tournament is the most exciting Grand Slam of the year. Besides tennis, there is plenty of other entertainment for you to enjoy as well. Evian-Volvic invite you as a VIP to the US Open Men's Semi-Final 2014 on Saturday.



Fly **Business Class** to New York and enjoy the Big Apple. American Airlines offers a Business Class flight for two persons Zurich–New York–Zurich for an unforgettable stay in the city that never sleeps!

**Value: CHF 12,000**



*Charity Auction*

**N° 3**

The **Soneva Group** offers 7 days/6 nights for 5 persons in a residential hill villa at Soneva Kiri. Soneva Kiri epitomises the Soneva concept of “intelligent luxury”. Only an hour’s flight with the resort’s private plane from Bangkok, and it feels like a million miles away from the real world. The sense of tranquillity, seclusion and harmony with nature is second to none. Twenty-seven villas and eight private residences – sitting either on the beach or sunny slopes in the rainforest, gazing across the sea – have been built with sustainable materials, including local timbers, in keeping with the Soneva SLOW LIFE philosophy.

Experience the idyllic beaches, with snorkelling, diving, sailing, wind-surfing and boat trips on the ultra glamorous, Riva-inspired motor launch, Aquasense.

Food is always a Soneva highlight. Khun Benz, a gifted cook, runs a restaurant built on stilts over a mangrove forest, lit by torches and fireflies each evening. Accessible (mainly) by boat she serves arguably the best Thai food in Thailand, made from ingredients personally selected every day at market. (Flight to Bangkok not included.)

**Value: CHF 21,000**



*Charity Auction*

**N° 4**

**FOR MEN WITH A STRONG SENSE OF FAMILY**

Big Pilot’s Watch for Father and Son – IWC unveils an exclusive special edition: the “Pilot’s Watches for Father and Son” are available as a double edition or as a set of several pieces, in a high-quality presentation case. The father’s model is based on the Big Pilot’s Watch with a 7-day power reserve and date display. The smaller timepiece is for the son, with an automatic 30110-calibre movement and is virtually identical to the Pilot’s Watch Mark XVI.

**Value: CHF 22,500**



*Charity Auction*

**N° 5**

**Formula 1 in Monza**

Feel the adrenaline pump and experience the Formula 1 like never before!

Bid for a VIP trip to the September 2014 Formula 1 Grand Prix Santander d'Italia. This excellent lot includes 6 Formula One Paddock Club passes and a 2-night stay (Friday and Saturday) at the Four Seasons Hotel, Milan.

Your passes will entitle you and 5 of your guests to VIP Hospitality, a garage tour and pit-lane walk, an open bar with champagne, and most importantly: an exclusive, prime viewing position to watch the Formula 1 race! You and your guests will also enjoy a gourmet luncheon with fine wine, car parking pass and access to the chill-out area.

Valid in 2014.

**Value: CHF 28,000**



*Charity Auction*

**N° 6**

**Feel the glamour of Missoni fashion show in the first row and get CHF 10,000 to shop with PKZ/Feldpausch/Burger**

The package includes VIP presence for 2 persons at the exclusive Missoni fashion show in Milan. You are placed in the first row, and have the opportunity to meet and greet Luca Missoni with a backstage pass. Get your new autumn evening gown and be perfectly dressed. PKZ/Feldpausch offers two gift cards with a combined worth of CHF 10,000. These gift cards can be redeemed at all 50 PKZ, Feldpausch, Blue Dog, Burger and Paul Kehl locations and at the THELOOK.COM online shop. We at PKZ/Burger/Kehl & Co. AG wish you a lot of fun shopping.

**Value: CHF 24,000**



**PKZ**  
thelook.com

**FELDPAUSCH**  
thelook.com

**BLUE DOG**  
thelook.com

**BURGER**  
thelook.com

*Charity Auction*

**N° 7**

**Tailor-made holiday from Kuoni Concierge: Extraordinary cruise on the MS Europa 2**

Kuoni Concierge offers you an extraordinary 14-day cruise on the MS Europa 2 around Thailand and Singapore by Hapag-Lloyd Cruises and Kuoni Concierge. Personal service, a high gastronomic standard, individual travel programme and excellent interiors: you will experience this comfort on the newcomer to the Hapag-Lloyd Cruises fleet in a modern and casual atmosphere. Includes business class flights for 2 persons to Singapore and Kuoni-Concierge Service for one year.

**Value: CHF 45,000**



**KUONI** | Concierge

*Charity Auction*

**N° 8**

**Extraordinary Art Deco Diamond Bracelet in Platinum donated by Régine Giroud Juwelen**

Diamond Expert Régine Giroud Juwelen is proud to offer a dazzling creation of an original Art Deco piece with 195 Diamonds at a total weight of 8.07 carat. Year: 1920 est. Elegant and sophisticated!

**Value: CHF 48,500**



*Charity Auction*

**N° 9**

**“The cowboy” Photograph by Hannes Schmid**

One of the central aspects of Hannes Schmid’s work is undoubtedly his original and impressive portrayal of the American cowboy. This work, which was initially commissioned, immediately had an enormous impact on both the general public and the art world.

His photographs were shown to the public in the NEVER LOOK BACK exhibition from 12<sup>th</sup> June to 29<sup>th</sup> September 2010 at the Swiss Foundation of Photography. This artwork now stands as a monumental representation of the American Myth, the cowboy, and will represent the untouched original symbol of machismo and American virtues of courage and health.

**Value: CHF 70,000**



**HANNES SCHMID**  
REAL STORIES

*Charity Auction*

**N° 10**

**Swiss Air Force PC-7 TEAM – Experience the thrill of manoeuvres that could include a barrel roll and a loop the loop**

The PC-7 is a two-seater “Turbo Trainer” utilized in the training of future Swiss Air Force fighter pilots.

But more than that the PC-7 is also the display aircraft of the famous Swiss Air Force PC-7 TEAM. As ambassador of the Swiss Air Force, the PC-7 TEAM shows with dynamic, elegant and precise formation flying at its best the capabilities and the readiness of the Swiss Air Force. Flying aerobatics in close formation demands the highest level of skill by the team’s military pilots. For this reason all members of the team are chosen from the professional pilot corps where they usually fly the jet fighter F/A-18 Hornet.

The PC-7 TEAM offers you a memorable flight in close formation of nine aircraft separated by only 3 meters at a speed of up to 500 km/h!

**Value: priceless**



*Charity Auction*

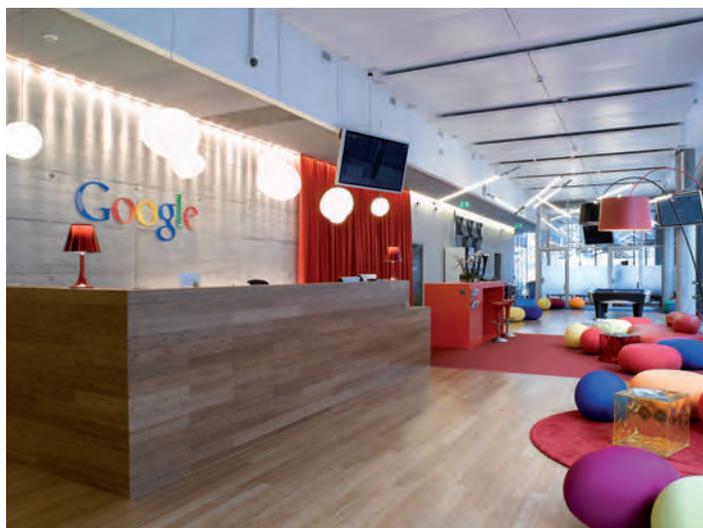
**N° 11**

**Video School at Google & YouTube Switzerland**

Workshop at Google Zurich for a school class. Google will help a school class of up to 20 persons to set up a video channel on YouTube for their school and teach the class how to manage it without costs. Project includes:

- a 3-hour YouTube workshop as project kick-off
- lunch, office tour coffee break and apéritif for Q&A with Google Country Director on Internet and Innovation Culture
- 3 x 1-hour follow-up meetings for the project leads of the class to help with progress for the channel

**Value: priceless**



*Charity Auction*

**N° 12**

**Painting “Arenas” by Mayte Spinola**

Spanish Painter, pupil of Joan Miró. Her work has been exhibited in many major museums like the Museum of Modern Art, New York and Miami, Museo de Arte contemporaneo de Madrid, La Habana, Brasilia and Palma de Mallorca, Centro de Arte Reina Sofia to name a few. Her collectors include H.R.H. King Juan Carlos I of Spain, H.R.H. King Abdullah II of Jordan, H.R.H King Simeon of Bulgaria, Baroness Thyssen etc. [www.maytespinola.com](http://www.maytespinola.com)

**Value: CHF 18,500**



*Charity Auction*

**N° 13**

**Be a FIFA VIP guest at the 2014 FIFA World Cup™ Final at the Maracana Stadium in Rio de Janeiro!**

FIFA is offering two VIP tickets for the Final of the 2014 FIFA World Cup™ taking place on 13 July 2014. As a FIFA VIP guest you will enjoy access to the VIP lounge at this unforgettable event. Included in the price are two return business class tickets from Zurich to Miami and two economy class tickets from Miami to Rio de Janeiro.

Imagine being part of this unique football fiesta in a country where everybody is born with football DNA and where the globe comes together to celebrate and enjoy the greatest single sporting event of the modern world.

Friends of football, prepare for this ultimate experience. Be part of football history with the opportunity to witness the next team to win the FIFA World Cup Trophy.

**Value: CHF 30,000**



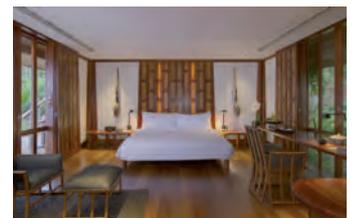
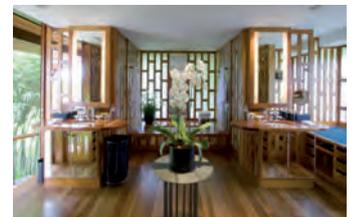
*Charity Auction*

**N° 14**

**Aman Resorts is offering a 7-night stay for 2 persons at the breathtaking AMANPURI Resort in Phuket and AMANSARA in Siem Reap. Fly Business Class with Edelweiss for 2 persons Zurich – Phuket – Zurich.**

Aman Resorts welcomes you and your family to Amanpuri (trad.: place of peace) in Phuket and Amansara in Siem Reap, the former guesthouse of King Sihanouk in Cambodia. Amanpuri was built in 1987 and became Amanresorts' flagship property. Reflecting the style and elegance of Thai culture, the resort's graceful pavilions and villa homes are situated in a coconut plantation on a headland overlooking the Andaman Sea. Two wonderful places to relax!

**Value: CHF 25,000**



*Charity Auction*

**N° 15**

**HUBLOT and FERRARI: The great step forward.**

The Big Bang Ferrari “Red Magic Carbon” is a limited edition of 1,000 numbered timepieces. It is the new symbol of the brand’s progress towards verticalisation, with its case and its movement designed, developed, and produced entirely at the Hublot manufacturing centre. The UNICO movement is designed, developed, machined and assembled by the micromechanical engineers, engineers and watchmakers at Hublot.

**Value: CHF 27,900**



*Charity Auction*

**N° 16**

**Help buy an off-road vehicle and two blood chemistry analysers for the poorest in Laos**

In Laos, many families are so poor they cannot afford a doctor when they are ill. This lack of medical attention might become fatal for unborn babies and pregnant mothers. Thanks to the SRC Health Equity Fund, the poorest families can be provided with cost-free access to medical care, transportation and food.

In case of birth complications, not only the rapid transport to a hospital is vital, but also a sufficient supply of risk-free blood. To reach the poorest mothers and children in remote regions and to enhance blood safety, the health care project urgently needs one off-road vehicle incl. two blood chemistry analysers to equip the provincial hospital of Nambak.

The road infrastructure in Laos is extremely bad and the villages are far apart in regions that are difficult to access. The off-road vehicle will enable the Red Cross volunteers to travel to the villages, visit the poorest families and explain the functioning of the Health Equity Fund to them. These families will then receive a health card that entitles them to healthcare.

Your donation will help us buy this important 4WD vehicle and the urgently needed devices. Please bid to help us raise the funds so desperately needed. Any bidder for the full amount will have their name mentioned as donor of the vehicle. We thank you most sincerely for your support.

**Value: CHF 60,000**



Zurich is well known for  
its places of interest.  
A very splendid one can be  
visited in a bathrobe.

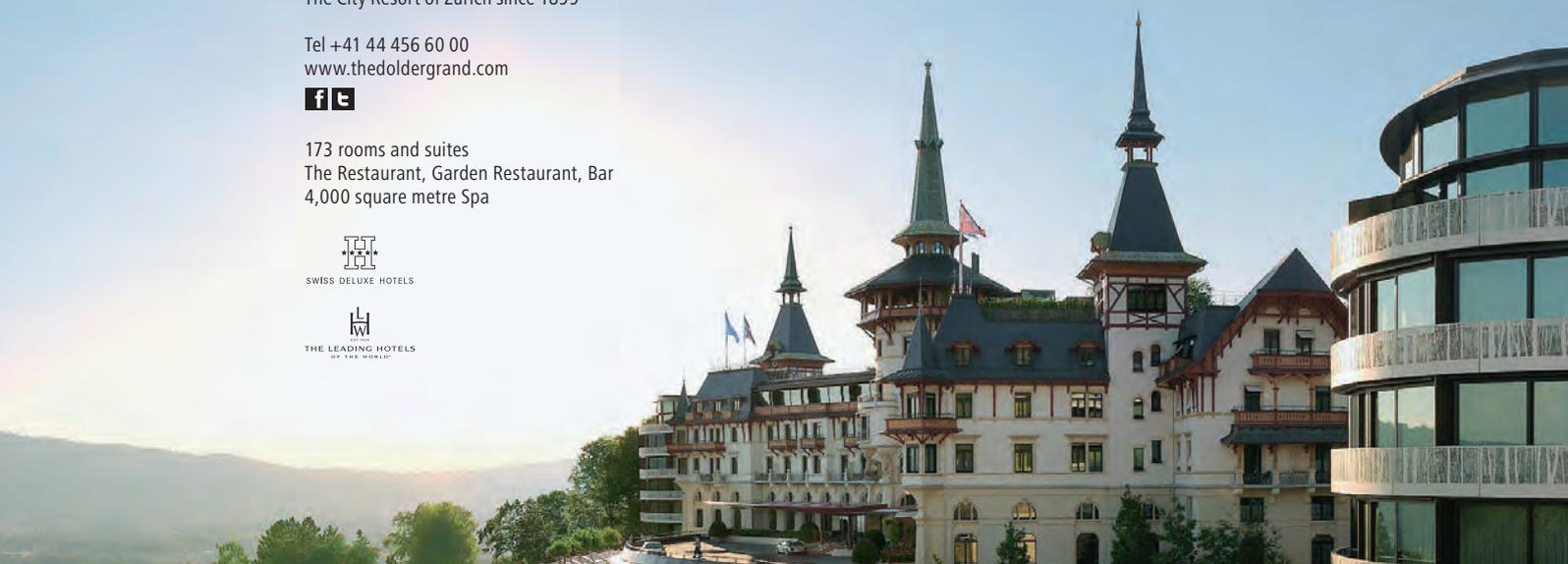
Spoil yourself with a day at the Dolder Grand Spa. Encompassing 4,000 square metres, it offers a unique range of activities for your well-being, which can be discovered with our Day Spa specials. Take advantage of this invitation to look after your health and well-being and give your body and soul back what they need most: your inner balance and peace of mind. You will find all the Day Spa specials on our website.

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## SILENT AUCTION

*IN AID OF THE SWISS RED CROSS  
AND ITS "VICTIMS OF FORGOTTEN  
DISASTERS" PROGRAMME*

In addition to the official charity auction, we provide you with yet more opportunities to offer yourself or your loved ones something special while supporting the Swiss Red Cross. Throughout the entire evening (8 pm to 11.55 pm), in the aptly-named silent auction held in the foyer, other exclusive and beautiful items are waiting to be purchased. You will be seduced by the numerous attractive items on offer, ranking from beautiful jewellery of diamond expert Régine Giroud, a stay at the breathtaking Chiva-Som Resorts, exclusive hotel stays, a special bottle of champagne, a designer chair by Rolf Sachs.

The lots are displayed individually in the foyer and described in detail. All you have to do is follow the instructions on bidding electronically with iml. The items on offer in the silent auction are described in the following pages. The Swiss Red Cross is looking forward to your active participation!



### HOW TO PLACE A BID AT THE SILENT AUCTION

#### STEP ONE

Insert your smart card into the top of your keypad, logo facing upwards.

#### STEP TWO

Enter the lot number using the numerical keypad and then press the large central button to enter. The highest bid will be displayed.

#### STEP THREE

To bid, press the large central button, then key in the amount you wish to bid, without commas; (press 'C' to cancel or amend the amount).

#### STEP FOUR

Once you have entered the correct amount, press the large central button again.

#### FURTHER INFORMATION

To bid on another item, simply press 'C' and follow the above steps again.

If your bid is the highest, the display panel will reflect this. If your bid is less than the current highest bid, the display panel will tell you that the current leading bid is held by another guest.

**YOU MAY BID ON THE SILENT AUCTION AT ANY TIME DURING THE EVENING. PLEASE RETURN YOUR SMART CARDS AT THE END OF THE EVENT.**

*Silent Auction*

## N° 1

**Very rare antique French diamond butterfly brooch donated by Régine Giroud Juwelen**

Diamonds are a symbol of success, love and happiness. This set with 137 diamonds, 1 untreated ruby, 12 turquoises, 18-carat gold and silver, dating from around 1880 is a true work of art.

**Value: CHF 19,800**



RÉGINE GIROUD JUWELEN  
Since 1984

*Silent Auction*

## N° 2

**VIP stay at the Mandarin Oriental Geneva**

2 nights in the beautiful Deluxe Rhone Suite including breakfast for 2 people and a guided tour at the Swiss enterprise creating luxury watches, Hublot in Nyon.

**Value: CHF 9,466**



  
MANDARIN ORIENTAL  
GENEVA

*Silent Auction*

**N° 3**

**A wonderful Twin Set from the STRIKING Cashmere Collection 2012/2013**

A.C.BANG is one of the world's leading fur fashion houses and has, in addition to its fur collections, successfully carried fashionable creations in cashmere made in Italy by STRIKING for many years.

Take the opportunity and bid for one of the successful models from the current cashmere collection by STRIKING.

**Value: CHF 4,200**





*Silent Auction*

**N° 4**

**Create your own Chocolate Easter Bunny at Easter 2014 with Sprüngli Confiserie!**

The Chief Confiseur of the world-renowned Confiserie Sprüngli will guide you through the delicate process of handcrafting your own exclusive chocolate bunny in the Sprüngli production centre. Maximum two families (8 people)

**Value: priceless**



*Sprüngli*

*Silent Auction*

**N° 5**

**Handmade chalcedony and diamond ring by Antonio Seijo**

Diamond Ring & Diamond Necklace by Antonio Seijo:  
Handmade chalcedony and diamond ring. Centring a “sugar loaf” shaped chalcedony weighing 10.79 carats and surrounded with 1.66 carats in diamonds. Set in 18K white gold.

**Value: CHF 25,000**



[www.antonioseijo.com](http://www.antonioseijo.com)

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ANTONIO  
**SEIJO**  
FINE JEWELLERY  
CREATIONS  
Marbella · Geneva

*Silent Auction*

**N° 6**

**Cresta Run and Kulm Hotel St. Moritz**

Go for the ultimate adventure in ice and snow! Enjoy a weekend for two in St.Moritz and feel the excitement of riding down the famous Cresta Run. Enter a world of uncompromising luxury at the exquisite Kulm Hotel St. Moritz. Situated in the heart of St. Moritz as part of the Upper Engadine this 5-star unique hotel offers stunning views over Lake St. Moritz. An incomparable aura of over 150 years of traditional excellence combined with refined elegance which turn every stay into an experience of ultimate satisfaction. At the Kulm Hotel St. Moritz you will enjoy your stay at an exclusive Juniorsuite, including breakfast and Dine Around.

The Cresta is an ice run, three quarters of a mile long, that winds its way from above the “Leaning Tower” in St Moritz down a steep gully through ten testing corners, past the tiny hamlet of Cresta, to the village of Celerina. The total drop is 514 ft and the gradient varies from 1 in 2.8 to 1 in 8.7.

The Cresta has two starting points: Top and Junction. Beginners start from Junction and are encouraged to go down in a time of between 65 and 75 seconds. Riders brake using the rakes on their boots and if they are out of control they are certain to go out at Shuttlecock, the most famous corner of the Run. Fallers at Shuttlecock automatically become members of the Shuttlecock Club and are entitled to wear a Shuttlecock tie.

Valid until September 6, 2014 and upon availability.

**Value: CHF 4,000**



KULM HOTEL  
ST.MORITZ  
\*\*\*\*\*

*Silent Auction*

**N° 7**

**Globus invites you to a gourmet cooking experience**

Bid for an exclusive evening with star chef Christian Nickel, who has been awarded 16 Gault Millau Points, in the Globus am Bellevue for 10 people. Christian Nickel is Executive Chef at the Parkhotel Vitznau. The prize must be redeemed before April 2014.

**Value: CHF 3,200**



**GLOBUS**  
SAVOIR VIVRE

*Silent Auction*

**N° 8**

“**Les Tissus Colbert**” kindly offers this fantastic and unique Chair Deauville, Original Happy Chair© dressed by Niki Frank. Niki Frank is a designer who dresses up Horgen-Glarus Chairs. All of her dressed chairs are unique pieces.

[www.letissuscolbert-zh.ch](http://www.letissuscolbert-zh.ch)

Forchstrasse 99, 8032 Zurich / Seestrasse 330, 8038 Zurich

**Value: CHF 5,800**



**LES TISSUS COLBERT®**

*Silent Auction*

## N° 9

### Exquisite Art Deco aquamarine and diamond ring donated by Régine Giroud Juwelen

This exquisite ring is a timeless beauty – one outstanding oval aquamarine with 30 diamonds beautifully crafted in a wonderful platinum setting, dating from around 1930.

**Value:** CHF 9,800



RÉGINE GIROUD JUWELLEN  
Since 1984

*Silent Auction*

## N° 10

### Alberto Venzago

The Swiss top photographer Alberto Venzago has captured stars like no other. Intimate, sensual and natural. “An authentic image is more important than a beautiful image”, is how Zurich-based photographer and filmmaker Alberto Venzago sums up his philosophy.

Be a star – Alberto Venzago offers a photoshoot for you and your family.

**Value:** CHF 10,000



 **ALBERTO VENZAGO**

*Silent Auction*

## N° 11

### “Red Avenue” by Anne Van Vyve

This budding Swiss artist is donating her work “Red Avenue” Acrylic on Canvas, 40/100 cm inspired by her impressions of New York, its dynamic verticals and reds representing the energy of the metropolis. Born in 1972, self-taught, she exhibits in Geneva, Crans Montana and Gstaad.

**Value: CHF 5,000**



*Silent Auction*

## N° 12

### Exclusive stay at the beautiful Tuscan Villa “Vedi Torre” in San Gimignano

From the heart of Tuscany, wine producing domain Vedi Torre offers a five day stay in their farmhouse spread over acres of vineyards, in a hamlet overlooking the towers of San Gimignano. Belonging to a swiss conductor producing the wines Eco & Sonora, the property breathes history and old world charm. 5 days from 23-27.9.2014 with a tour of the wine making facilities, an introduction to the wine-making process, and a tasting on the property. For 12 people.

**Value: CHF 10,800**



*Silent Auction*

**N° 13**

**Chiva-Som Resorts offers you a 5 nights accommodation in Thai Pavilion as a twin share, including 3 Chiva-Som spa cuisine meals per night/per person of stay in the Emerald Room and Taste of Siam (arrival day will begin with dinner); 1 Body massage per night/per person of stay (choice of Thai, Invigorating or Relaxing Foot); Individual Health and Wellness Consultation.**

Validity: 1 October 2013 – 19 December 2014  
(with blackout date during 20 December 2013 – 5 January 2014)

The packages also includes a Detox Delight program – “Well Being, Delivered” for 7 days.

**Value: CHF 7,500**



*Silent Auction*

**N° 14**

**Shopping with Clifford is as effortless as a day at the beach – without the sunburn factor (client’s comment).**

A uniformed chauffeur from Swisslimo-Deluxe GmbH will pick you up at your residence and whisk you off for a full day of luxury. He will be at your service for the entire day. The first stop is the Bahnhofstrasse where the renowned stylist Clifford Lilley will be waiting for you at Grieder as your personal shopper and stylist for the day. With the CHF 7,500 voucher from Grieder in Zurich you will have a choice from a wealth of international brands and designer labels to create your look, and should you become peckish your voucher for the Grieder Bar for lunch for two will bring welcome relief. Next stop, Valentino Beauty Villa, for an afternoon of hair styling, nails and makeup followed by a photoshoot with professional photographer José Cusati of “A Touch of Class” to round out the package.

**Value: CHF 14,500**



*Silent Auction*

**N° 15**

**“In case of Emergency” chair designed by Rolf Sachs for the Swiss Red Cross Gala**

Conceptual artist and designer, Rolf Sachs' work takes inspiration from everyday objects he believes to have soul and character. His work moves across art and design, objects, spaces and visual medium, all of which are approached with his playful sense of humour. The essence of his work encourages human interaction, and emotional and sensory reactions. Sachs is forever curious and is renowned for surprising audiences and questioning preconceptions. Swiss born Rolf Sachs set up his London based studio Rolf Sachs Fun ction in 1994, which has now become a creative laboratory brimming with ideas, prototypes and creations wher he fuses design with the arts.

**Value: CHF 5,000**



*Silent Auction*

**N° 16**

**Champagne Louis Roederer Cristal 2005  
incl. Champagne-Cooler**

Louis Roederer offers an exclusive cooler coming with a special bottle of Champagne. Cristal Roederer is characterised by its great finesse and elegance (a high proportion of Chardonnay), its delicate bouquet, and its perfect balance. Unanimously considered as a very exceptional wine, Cristal is still perfected with the same meticulous care.

**Value: CHF 500**



*Silent Auction*

**N° 17**

**Must-have for every woman with a love of fashion.**

Louis Vuitton is kindly donating the very popular Speedy Bandoulière 35 in canvas Damier.

The perfect accessory for getting around town in style whilst carrying all the essentials.

**Value: CHF 1,200**



**LOUIS VUITTON**

*Silent Auction*

**N° 18**

**Mystic painting from Lina Zeidan – an upcoming star and widely exhibited artist**

Lina Zeidan was born in Kuwait from a Lebanese family. Her art reflects her approach to life and emotions. Widely travelled, she teaches. *Misty Forest*, Medium Acrylic, 80 x 80 cm. Mother nature is the most inspiring muse ... Walking through a misty forest we can see only a few steps ahead of us, blinded to what lies beyond the mist ... such is how we go through life, bewitched by its beauty, excited to discover the mysteries which await us.

**Value: CHF 10,500**



*Silent Auction*

## N° 19

### Davidoff Humidor “Dome”

In 1911, Henri Davidoff opened a tobacco shop on Boulevard des Philosophes in Geneva, thus laying the cornerstone of today’s global network of over 60 Davidoff Flagship Stores. With the anniversary of the very first store, Davidoff is celebrating “100 Years of Excellence in Fine Cigar Retailing”.

The Davidoff Humidor “Dome” is of first-class quality and epitomises perfection in both design and workmanship. Fitted with three dividers to facilitate the orderly storage of cigars and equipped with the exclusive Davidoff humidifier system, this humidor provides an ideal microclimate for the storage of 50 to 65 cigars.

Material: burl walnut, brilliant

**Value: CHF 8,800**



*Davidoff*  
CIGARS

*Silent Auction*

## N° 20

### Ballooning with Parmigiani!

Drifting like a cloud over meadows, villages, mountains and woods. Viewing our wonderful world from another angle. Climb aboard! Parmigiani offers a balloon flight over the mountains of Gstaad including a stay of two nights for two persons at the legendary Gstaad Palace – one of the most famous resort hotels in Switzerland. Its romantic architecture, the elegant as well as comfortable interior decoration and its modern facilities offer a charming and relaxed atmosphere in summer and in winter. It is renowned for its personalised service and quality. The Gstaad Palace was opened in 1913 and is managed now by the third generation of the Scherz Family. With stunning views over the surrounded mountains it is only a walk away from the center of Gstaad.

**Value: 5,000**



  
GSTAAD PALACE  
SWITZERLAND

**PARMIGIANI**  
FLEURIER

*Silent Auction*

## Nº 21

**Impressive photograph “The day the rains came, at the photo workshop” by Indian artist Gauri Gill**

Gauri Gill is a well-known contemporary photographer and her major exhibitions were in Rote Fabrik, Zürich, June 2013, Jehangir Art Gallery, Mumbai, March 2013, The Contemporary Art Center of Southern Australia, September/October 2012, Jeanine Hofland Contemporary Art, Amsterdam, May/June 2012.

[www.gaurigill.com](http://www.gaurigill.com)

**Value: CHF 3,300**



*Silent Auction*

## Nº 22

**Explore Boston and Cape Cod!**

Experience luxury in the heart of downtown Boston at the Ritz-Carlton in Boston for 2 nights. The Ritz-Carlton is perfectly located in the centre of the city and only minutes from the financial district, theatre district and the Freedom Trail.

After enjoying the city life of Boston the charming town Chatham, Cape Cod, with its expansive and magnificent beaches and abundant marine wildlife awaits you. You will stay at Chatham Bars Inn, one of New England's finest resorts and luxury spas for another 2 nights.

**Value: CHF 3,000**



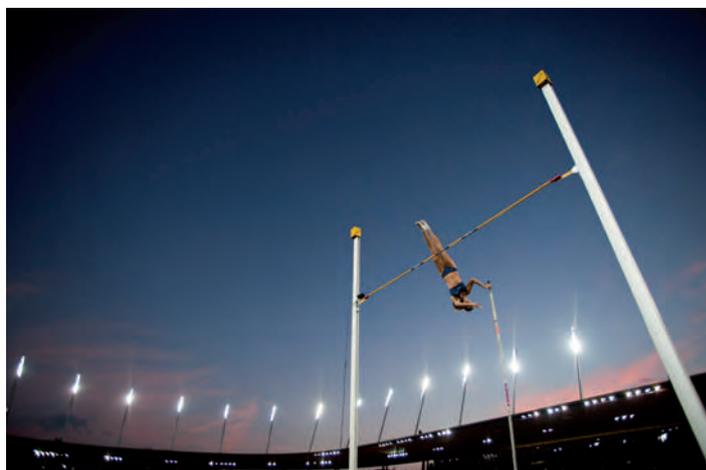
*Silent Auction*

**N° 23**

**Weltklasse Zürich and Widder Hotel** are offering an exciting VIP programme. Be at the Zurich Main Stadium when many of the world's top athletes will make their appearance at the legendary Letzigrund Stadium. The offer includes a VIP meet-and-greet backstage!

Stay in the heart of Zurich, at the famous 5\* Widder Hotel and enjoy Zurich at its best. For 2 persons. Valid in 2014.

**Value: CHF 3,000**



*Silent Auction*

**N° 24**

**The Fairmont Le Montreux Palace** kindly offers 2 nights in the extraordinary Signature Lake View Suite, with its elegant and luxurious contemporary design. Pamper yourself and get access to the Willow Stream Spa oasis. Your stay is for 2 persons including buffet breakfast and one relaxing massage for each.

**Value: CHF 5,600**



*Silent Auction*

**N° 25**

**Help buy motorcycles to reach mothers and children in Togo**

Many villages in Togo are far apart in remote regions that are difficult to access. The volunteers of the Togo Red Cross rely on motorcycles to reach the extremely poor people across this difficult terrain. This is the only way to include as many mothers and children as possible in the healthcare project and improve their living conditions.

We urgently need four new motorcycles for this project. Each motorcycle costs CHF 4,000. Having driven more than 150,000 km, the vehicles currently in use often break down and repair costs increase.

New motorcycles will ensure the Red Cross volunteers a safe journey. They drive long distances to reach the villages where they advise and support the local volunteers and mothers' clubs. The mothers' clubs support women during pregnancy and after the birth of their child and also vaccinate the babies. They receive vital information about topics such as malaria, blindness, and HIV-AIDS, but also about latrines and hygiene.

Many mothers and children need help in Togo. But they can only be reached if we manage to buy motorcycles. We thank you most sincerely for your support.

**Value: CHF 16,000**



*Silent Auction*

**N° 26**

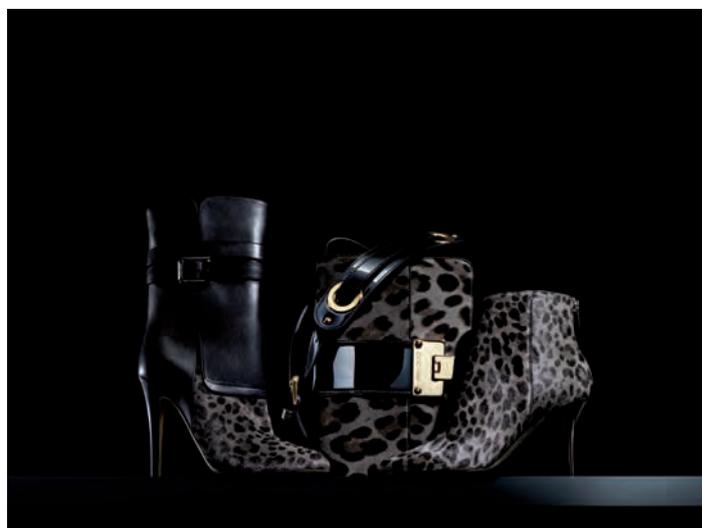
**A Private Jimmy Choo Luxury Shopping Experience and Five Pairs of Shoes**

Jimmy Choo will offer you and your personal guests a private luxury shopping experience in the Zurich boutique, complete with delightful canapés and champagne. The boutique will be privatised and our staff will help you and your guests discover the new collections as well as provide you with a personalised consultation. To complement the experience, you will be able to select five pairs of statement shoes from the collection in the boutique.

Founded in London in 1996, Jimmy Choo is an iconic luxury fashion brand defined by an empowered sense of glamour and a confident sense of style. A pioneer in the art of celebrity dressing, Jimmy Choo was among the first to bring shoes and handbags to Hollywood where the red carpet proved to be the ideal runway for the brand. Today, under the creative direction of Sandra Choi, Jimmy Choo encompasses a complete collection of women's shoes, handbags, small leather goods, sunglasses, eyewear, fragrance and men's shoes and accessories.

Please note: Redeemable until 31<sup>st</sup> December 2013; To be arranged for a mutually convenient date and time; Event duration of up to two hours; Bidder can invite up to 10 guests and choose five pairs of shoes from the collection in store, excluding exotic skins styles.

**Value: EUR 6,000**



JIMMY CHOO

*Silent Auction*

**N° 27**

**Beautiful painting from Gottlieb Soland (1928 - 2011)**

Mondschein  
Oil on canvas  
110x180cm

**Value: CHF 5,500**



*Silent Auction*

**N° 28**

**BULGARI Serpenti Karung Bag**

BULGARI offers its exclusive Serpenti shoulder bag in green jade karung skin. This beautiful bag comes with a snake head closure in light gold and enamel finish with malachite eyes!

**Value: CHF 2,200**



**BVLGARI**

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**Impressionist and Modern Art**

New York • 5 November 2013

**Contact**

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Chairman, Switzerland  
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+41 44 268 10 17

**PABLO PICASSO (1881–1973)**

*Femme au baret orange (Marie-Thérèse)*  
oil on canvas, 1937

# TOMBOLA

## *IN AID OF THE SWISS RED CROSS AND ITS "VICTIMS OF FORGOTTEN DISASTERS" PROGRAMME*

The tombola is also a regular feature of the Swiss Red Cross Gala. The tension mounts as the tombola tickets are opened.

Ideally, you should buy one or more of the coveted books of ten tickets immediately to increase your chances of winning one of the large or small prizes.

### **How the tombola works:**

- Tombola tickets are sold individually or in books of ten. One ticket costs CHF 25. A book of ten tickets costs CHF 250.
- Every book of ten tickets includes at least one instant prize.
- Every ticket displays a number between 1 and 3,000.
- Each number divisible by ten, i.e. which ends with a zero, wins an instant prize (e.g. 10, 980, 1,340, etc.)
- The instant tombola prizes must be collected from the tombola collection point before the end of the event. No unclaimed prizes can be claimed once the event is over.

The Swiss Red Cross is looking forward to your active participation! The following prizes have been provided once again by innumerable generous sponsors:

Value in CHF	Description	
15,800	<p><b>Maurice Lacroix's First Own Manufacture Movement is an Exclusive Chronograph</b>            Maurice Lacroix presents its first own manufacture movement – the ML 106 calibre in the new Masterpiece Le Chronographe. This heralds the start of a new, promising era for the Swiss brand. True to Maurice Lacroix form, the ML 106 calibre is once again something very special. First of all: this chronograph movement is absolutely unique for wristwatches! This means its majestic proportions as well as interesting, innovative details in the technology behind it.</p>	
5,900	<p><b>Glamorous freshwater cultured pearl necklace donated by Régine Giroud Juwelen</b>            Multicolour freshwater cultured pearls, 16–19 mm with a clasp in 18-carat white gold.</p>	
5,250	<p><b>Parenti's</b> offers finest cashmere pullovers</p>	
4,850	<p><b>Pair of wonderful handmade diamond earrings donated by Régine Giroud Juwelen</b>            22 diamonds, 0.35 CT, F-G/IF set in 18-carat white gold.</p>	
4,500	<p><b>Hotel Zürserhof</b>            Stay for two persons for four nights in a luxury suite with full board during the season 2013/2014 at the Hotel Zürserhof in Zürs am Arlberg.</p>	
3,850	<p><b>Beautiful pearl/diamond bracelet donated by Régine Giroud Juwelen</b>            4 rows of fresh water cultured pearls, 6.00–6.5mm, set in 750 white gold with 12 diamonds.</p>	
3,300	<p><b>Jacqueline Piotaz Switzerland</b>            Petite Collection in combination with a Booster Treatment by Jacqueline Piotaz</p>	
3,000	<p><b>Badrutt's Palace</b> offers an exclusive stay Top of the World! You will stay at the legendary and unique Badrutt's Palace Hotel, the famous symbol of St. Moritz. Two nights for two persons.</p>	

2,550	<b>MYA-MUY</b> offers a wonderful, hand-knotted necklace made of various semi-precious stones and a Death's Head Moth. As is the case with all of MYA-MUY's creations, this chain is a one-of-a-kind piece and was manufactured in Zurich	
priceless	<b>FIFA offers Official Match Ball for the 2014 FIFA World Cup™ – Brazuca!</b> The informal term “brazuca” is used by Brazilians to describe national pride in the Brazilian way of life. Mirroring their approach to football, it symbolises emotion, pride and goodwill to all (incl. signature, ball will be available as per November 2013)	
2,500	<b>Aqua di Parma</b> offers a beautiful leather weekender	
2,400	<b>Maison Mollerus</b> offers gift vouchers for their beautiful collection	
1,700	<b>Rotronic E-Bike</b> offers one brand new E-Bike for ladies – enjoy easy cycling	
1,700	<b>Rotronic E-Bike</b> offers one brand new E-Bike for men – enjoy easy cycling	
1,700	<b>Triumph</b> kindly offers 17 vouchers	
1,500	<b>The Dolder Grand</b> offers 1 voucher for one night in a Junior Suite for 2 persons incl. breakfast	
1,500	<b>Jelmoli</b> offers 3 shopping vouchers	
1,000	<b>MvM Interiors</b> offers 1 voucher	
800	<b>Abeler &amp; Bro</b> offers a travel bag model “Hamburg”	
734	Two red wine cases offered by <b>Equity Nova</b>	
716	<b>Nespresso</b> offers one coffee machine	
650	<b>Carolina Herreira</b> Fantastic Andy Bag in red and beige, inspired by Andy Warhol	
500	<b>Mondo Valentino</b> offers 5 hair styling vouchers	
420	<b>Marqueses de Prado</b> Offers the very special virgin olive oil Suerte Alta	
412	Fashion sunglasses by OLIVER PEOPLES, offered by <b>Vis-u-lens</b>	
405	<b>BLACKSOCKS</b> Kindly offers 3 yearly subscriptions for black socks, delivery 3 x per year – never worry about socks again!	
405	<b>Aesop</b> offers 3 HOVER gift sets – richly hydrating care and maintenance for the hair and scalp	
400	<b>Zürich Zoo</b> 2 annual family memberships and 4 vouchers for a single entrance	
369	Fair Trade cashmere ladies pullover offered by <b>Art of cashmere world AG</b>	
355	One white wine case offered by <b>Equity Nova</b>	
350	<b>nana jewellery by Caroline Meyer</b> offers 3 necklaces with semi-precious stones and pearls	
315	Prada sunglasses for men, offered by <b>Vis-u-lens</b>	
300	<b>Stüssi's Quartierlade</b> kindly offers 2 shopping vouchers	
300	<b>Coiffeur Mauro</b> offers one voucher	
300	<b>Confiserie Honold</b> Offers 2 gift vouchers for CHF 150 plus chocolate gift	
300	<b>Triumph</b> offers one voucher	
300	6 gift vouchers for a delicious Indian meal at <b>Restaurant Crown Of India</b> , in Witikon	
300	Enjoy a romantic dinner for two at <b>Auberge de l'Onde</b> overlooking the Lac Léman and the Alps	
299	Fair Trade cashmere ladies pullover offered by <b>Art of cashmere world AG</b>	
294	<b>Weinwerft GmbH</b> offers “Es Fangar” 6 bottles of 5 different red wines, 2010	
260 each	<b>Barbara Wagner Stoffgeschichten</b> offers 2 stolas in silk/cotton	
252 each	<b>Parfums Christian Dior AG</b> offers 10 Capture Total Anti Aging Crèmes	

250	<b>Moreira Gourmethouse</b> offers 1 voucher
250	<b>Wax in the city</b> offers 5 giftbags and waxing vouchers
235	<b>Marineland</b> invites you to explore Marineland in Antibes with your family
235	<b>Marineland</b> invites you to explore Marineland in Antibes with your family
200 each	<b>Cannazza Coiffure</b> in Küsnacht offers 5 beauty vouchers
200	Enjoy a delicious Asian meal in a beautiful setting at <b>Restaurant Lemongrass</b> 4 vouchers
200	<b>En Vogue Coiffure Zürich</b> offers one voucher for CHF 200.–
199 each	<b>Globus</b> offers two delicious fruit baskets
190	<b>Nuances Zurich</b> 1 designer lantern
180 each	<b>Parfums Christian Dior AG</b> offers 10 perfumes for women – Hypnotic Poison
170	<b>Barbara Wagner Stoffgeschichten</b> offers one silk nécessaire
160	<b>labas results</b> offers 2 vouchers for a massage
150 each	<b>nana jewellery by Caroline Meyer</b> offers 4 handmade glass bowls
150	<b>Rüden Restaurant, Zurich</b> Offers a voucher for dinner and drinks
150	<b>Oliva Nera</b> , one of the most charming restaurants in Venice offers you excellent meals made from traditional Venetian recipes served by Dino and Isabella
150	<b>Karolina Schmid</b> offers 60 minutes of Pilates
150	<b>Louis Roederer offers two bottles of Champagne including gift</b> Louis Roederer Champagne is characterized by its great finesse and elegance, its delicate bouquet, and its perfect balance
149	<b>KRAUTLI (Schweiz) AG</b> offers two Synkra portable navigation systems
140 each	<b>Parfums Christian Dior AG</b> offers 10 perfumes for men – Fahrenheit
130	<b>Cardenal 1894</b> offers a tie by Lester
127	<b>Weinwerft GmbH</b> offers “Es Fangar” 6 bottles white wine, Safita Tres, 2012
120	<b>Paddleft Zürichsee</b> , voucher for 1 Stand-Up Paddeling lesson (90 min.) for 2 persons
110	<b>Coiffeur Mythos</b> offers a Hair Styling Voucher
110	<b>Kiehl's</b> kindly offers 10 packages of their fine products. For more than 159 years Kiehl's has been dedicated to providing the finest in beauty products
100	<b>Apotheke Altstetten</b> offers DermaSel® spa products
100	1 gift voucher for a manicure by <b>Amanda Shand</b> “A woman's worth” – get your relaxing manicure
100	<b>Martin Grossenbacher Flowers</b> offers 3 vouchers
100 each	<b>Globus</b> offers 5 vouchers
100	<b>Rüden Bar, Zurich</b> Offers 2 voucher for drinks
97	<b>Weinwerft GmbH</b> offers “Es Fangar” 6 bottles Rosé Twenty Twenty, 2012
75 each	<b>VEDI TORRE GmbH, Wetzikon</b> offers 25 double cases of its produced wines “Sonora 2009 & Eco 2009”. Az. Agr. Podere Vedi Torre, San Gimignano, Italy
50	<b>Swarovski Bijou</b> Maquillage and perfume
n.a.	<b>Grieder</b> offers 3 vouchers for lunch
n.a.	<b>DB Dezibel</b> Eau de toilette for men
n.a.	<b>Sprüngli</b> offers a delightful chocolate box



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Man sieht nur mit  
dem Herzen gut.  
Das Wesentliche  
ist für die Augen  
unsichtbar.

Antoine de Saint-Exupéry

# 78



A little girl washes her hands at a water point funded by the SRC.

## WATER

## IS LIFE – USE OF THE PROCEEDS 2011

Water is the most vital of all resources. Providing a safe water supply is therefore one of the primary aspects of the Swiss Red Cross humanitarian work. The fact that this is so urgent can be seen from the following figures: For more than a billion people around the world, “blue gold” is an inaccessible luxury. They must make do with contaminated water. Yet this brings illness and death. Every minute four children die from the consequences of contaminated water somewhere in the world.

In the poorest countries of Africa, Asia and Latin America, the SRC always focuses on both a clean water supply and good hygiene. With the net proceeds of CHF 400.000 reached at Zurich Gala in September 2011, we were able to carry out programmes in Laos and Togo. The SRC thanks you most sincerely for this support.



Two boys fetch water from a water point built by the SRC.



Building a latrine. Most of the building work is done by the families themselves.



A little boy poses proudly in front of the newly built latrine.

## Laos: A healthy future

The Mekong river flows more than 1,850 km through Laos in South-East Asia. Despite the enormous amount of water in the country, water is in short supply in the remote villages. Three out of every 50 infants die before their fifth birthday from the consequences of contaminated drinking water. The SRC is therefore working on a project to bring water and hygiene to the rural populations of Luang Prabang and Oudomxay.

### Everyone lends a hand

The SRC builds water supply systems and latrines in cooperation with the local population. The locations of the water points are discussed in village assemblies. At least one person from every family helps with the building work. Every village also sets up a water committee in which one person is responsible for each water point, the reservoir, or taking care of the water source. To ensure the long-term viability of the water supply, they must make sure that no trees are felled in the vicinity of the water source, or if necessary more trees are planted.

### Results in 2012

Water supply systems were built in 11 villages in Luang Prabang. These now provide about 4,170 people with clean drinking water. More than 1,800 latrines were also built for 11,000 people. In seven villages in Oudomxay water supply systems were built for more than 2,500 people along with 400 latrines for 2,300 people. At the same time, all the beneficiaries were taught about hygiene issues.

	Laos	Switzerland
Life expectancy	67.8 years	82.5 years
Maternal mortality (per 100,000 live births)	470	8
Under-five mortality (per 1,000 live births)	54	5
Human Development Index (ranking 186 countries)	138	9



Contaminated drinking water is especially dangerous for children.

## Water for Togo

In West Africa, the very name of the country Togo is evocative of the importance of water: “To” means “water” in the Ewe language and “go” means “shore”. And yet clean water cannot be taken for granted in Togo. Diarrhoea and other water-borne diseases therefore spread quickly. In a bid to lower the high infant mortality rate, the SRC is working with the local Red Cross to improve the water supply and hygiene in the Central Region. The work focuses on building latrines, teaching villagers about good hygiene and measures to improve the quality of the drinking water. The Red Cross volunteers are the cornerstone of the project. They are taught about clean water and hygiene issues so that they can pass this knowledge on to other villagers.

	Togo	Switzerland
Life expectancy	57.5 years	82.5 years
Maternal mortality (per 100,000 live births)	300	8
Under-five mortality (per 1,000 live births)	103	5
Human Development Index (ranking 186 countries)	159	9

### Building latrines

In 2012, a total of 190 household latrines were built for 3,800 people and nine 5-cubicle latrines for about 4,900 school pupils. Two types of latrine were constructed: ECOSAN (ecological sanitation) household latrines for families and the so-called VIP (ventilated improved pit) latrines with five separate cubicles for use in schools (see photo). The latrines were built with the involvement

of the villagers. They provided the gravel, sand and water and lent a hand with the building. In the mission zone as a whole, the use of latrines has increased from 26% in 2010 to 33% in 2012.

### Setting up hygiene committees in the villages

A total of 41 hygiene & sewage committees were set up and trained. Each committee comprises seven members and each member has a specific role. Women are also represented in every group. The hygiene committees are provided with the necessary equipment so that they can carry out the awareness campaigns in the villages. In all, the hygiene committees and the volunteers have carried out around 9,000 awareness workshops for 55,000 people. The workshops mainly covered the preparation of drinking water, hand washing, and tethering animals for reasons of hygiene.

### Hand hygiene saves lives

Red Cross volunteers have installed 194 appliances for washing hands and 186 ceramic filters in a total of 55 schools. All eight healthcare centres in the SRC’s mission zone have also been equipped with these facilities. Surveys in the mission zone in 2012 showed that 74% of all mothers with children under the age of five regularly washed their hands, up from 66% in 2010.



### Family latrines built

Prefectures	Villages	Number of latrines	Beneficiaries
Tchamba Prefecture	Agbansikiti	20	400
	Alibi 1	30	600
Tchaoudjo Prefecture	Kassouadè	30	600
	Datcha	20	400
Sotouboua Prefecture	Haloukpa-boundou	20	400
	Tchoidè	20	400
Blitta Prefecture	Gassi – Gassi	20	400
	Tchifama	30	600
	<b>TOTAL</b>	<b>190</b>	<b>3 800</b>

### School latrines built

Prefectures	Villages	Number of latrines	Beneficiaries
Tchamba Prefecture	CEG Dantcho	1	153
	CEG Affem Boussou	1	165
Tchaoudjo Prefecture	Sokodé (EPP Komah3)	1	881
	Sada 2 (EPP)	1	143
Sotouboua Prefecture	Sotouboua (high school)	1	1560
	Sotouboua (EPP centrale)	1	831
	Tchoidè (EPP C)	1	127
Blitta Prefecture	Blitta Carrefour (CEG)	1	700
	Langabou (CEG)	1	367
	<b>TOTAL</b>	<b>9</b>	<b>4 927</b>

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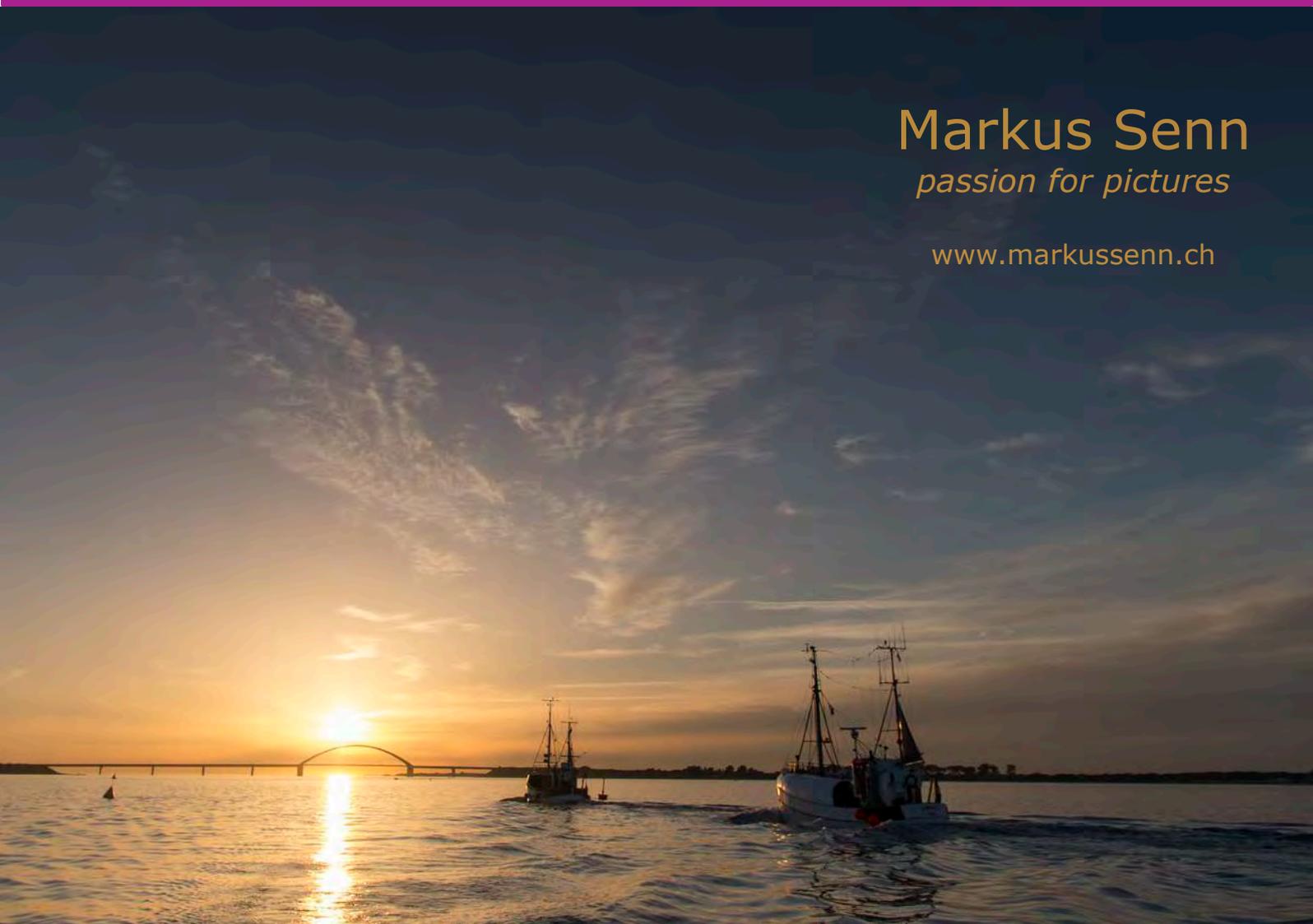
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