

UNITED AGAINST MALARIA

The Fondation pour Genève commits itself alongside the UN and Youssou N'Dour

How to make people aware of the goals of the millennium, such as the reduction of malaria by 2010, and help the United Nations make them a reality?

Who can afford not to be concerned by an illness that kills more than two million people a year worldwide, including a child every 30 seconds?

What can Geneva do to help? It's an international city with a long humanitarian tradition, in which diplomatic missions and consulates of most countries work alongside United Nations specialised agencies and organisations based there. Added to this diplomatic presence centred on a multilateral activity, financial firms, scientists, multinational corporations and the local population are all involved.

On this 60th anniversary of the birth of the United Nations, the Fondation pour Genève has decided to join the United Nations and Youssou N'Dour in organising and promoting a public concert at the Geneva Arena on October 8 under the banner, "United against Malaria".

The Fondation pour Genève thus aims to:

- Help raise public awareness of this major plague, malaria
- Help the implementation of all possible solutions from various Geneva-based institutions, including: WHO, Roll Back Malaria, the Global Fund to Fight AIDS, tuberculosis and malaria, the International Federation of Red Cross and Red Crescent Societies and Doctors Without Borders
- Launch an international appeal from Geneva to governments, private-sector companies and individuals for a global fight against malaria.

Artists from around the world enthusiastically responded to a call by Youssou N'Dour, while in Geneva, other partners have joined the Fondation pour Genève, the United Nations, Roll Back Malaria and The Global Fund to Fight Malaria. They are:

- Banque Pictet & Cie which offers its financial support and joins several international organisations in Geneva and the Fondation pour Genève to offer this exceptional concert to the Geneva public.
- The local TV and radio channels, TSR and RSR, with the EBU will broadcast a recording of the show on TV and radio channels worldwide
- The media, including TSR (TV), La Première, Couleur 3 (radio), the Tribune de Genève and 24Heures (press) for the promotion of the concert
- The concert organisers, Opus One
- The communication agency, CSM

We are grateful to our partners and all those who have contributed their advice and support to the Fondation pour Genève.

Mobilize! Both the concert and the cause are worth it

The Fondation pour Genève in brief

Established in 1976, the Fondation pour Genève is a private organisation recognised as playing a useful public role in enhancing the renown of Geneva both in Switzerland and abroad.

To this end, the Fondation promotes informal relations between the local population and the city's international community through such activities as the Geneva Diplomatic Spouses' Circle, the "Multi-rencontres" gatherings for the spouses of managing directors of local multinationals, the Welcome Line for newcomers and the conversation exchange programme open to all.

The Fondation pour Genève also organises events that aim to promote dialogue and synergies between the international and local communities in Geneva and to contribute to the strengthening of Geneva's international and humanitarian reputation. In addition, it awards an annual prize to persons or institutions who have contributed to the reputation of Geneva worldwide in science, diplomacy, culture, economics or humanitarian activities. It also administers the Georges-Junod Fund for elderly Swiss in reduced circumstances.

The members of the Fondation pour Genève board are:

Guillaume Pictet, president; Françoise Demole and Costin van Berchem, vice-presidents; Ivan Pictet, treasurer; Françoise Buffat, Jérôme Koechlin, Nicolas Peyrot, Herbert Schmitz, Christiane Steck, Pierrette Waldvogel, Diane Zoelly and Tatjana Darany, Secretary-General.