

# AMBROSIA EMBARKS ON GLOBAL HUMANITARIAN VENTURE

## How Can Wine Save Lives?



The World Wine Tour 2010 reveals its approach.

This project, uniting the wine industry throughout the world, will involve collecting wines from over 300 wineries in more than 15 countries, for a charity auction. The auction hopes to raise a minimum of US\$ 150,000, which will be donated to the Lao Rehabilitation Foundation Inc. Key questions for the ambitious organisers, Anja Cheriakova (23) and Georges Janssens (24):

### How is undertaking such a large-scale project possible?

"We are currently recruiting sponsors to help fund the endeavour. In return we offer direct marketing and exposure to the many wine producing and consuming countries we will visit. Their place on our project's website (translated into four languages) in addition to the international media we will reach, will ensure great exposure for companies involved. For the donated wine we will collect, we will be relying on the generosity of the wineries. We hope that all parties will see the possible impact this project will have on people's lives in Laos."

### Where exactly will the money raised from the auction go?

"The money will go to the Lao Rehabilitation Foundation Inc, towards helping rebuild the Simmano Village. It was destroyed in 2008 by massive flooding of the Mekong river, and the village (whose yearly salary totals US\$ 16 per person), has hardly progressed since that time. All the proceeds from the auction will go towards helping with Simmano's school, sanitation, and other basic needs."

### Is US\$ 150,000 not too optimistic?

"No, we definitely don't think so: We will ask wineries for donation of their best wine, with this we hope to attract the high bidders. The auction will be held at Robert Mondavi Winery in the Napa Valley, a city known for hosting many successful charity wine events. We believe that this together will prove to be the winning combination to raise the most possible for the Lao Rehabilitation Foundation Inc."

### Promoting the sponsors, showcasing the wineries, and raising money for the charity. Is there anything else you hope to accomplish?

"Well, alongside these first goals, Anja will also be conducting her Master Research on both Wine Tourism and Women in Wine. Also, together we will be volunteering one month in Laos helping in a medical mission and offering English and computer lessons. After the trip we plan to produce a film documenting the journey, showing the project's impact."

### How can someone participate in this great project?

"We encourage everyone interested to contact us (see below). We are currently still recruiting sponsors, and welcome all inquiries towards the benefits offered of a sponsorship. It's only by working together that this project will work, contributing to make this world a better place!"



Georges Janssens



Anja Cheriakova

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