

'Cheer up Japan' Charity Bracelet Project
Children in Belgium support Children in Japan
Seeking sponsors and participating people!

<Outline>

Even for those who had nothing to do with Japan, the images of disasters in Japan on March 11 were so shocking that they were compelled to act, but they were easily lost what they could do. Charity events are just relevant for them, particularly for children, and there are no direct contact with supporters and beneficiaries. In late April, a photo of a little Tsunami orphan, Manami (4 years old) was shown. That triggered the action: Children in Belgium support Children in Japan. The project that local children can feel relevant, participate and supporting children can communicate directly with beneficiary children. Our task was to provide the tools to allow such charity action.

Silicone bracelets of different colours, with message 'Cheer up, Japan' in Japanese language were prepared in such a way that they are easy enough for children to sell and buy at reasonable price (2-3EUR/pcs). It can be sold not only at schools and by scouts, but also at variety of different events and charity actions.

The bracelets are produced in mainland China via intermediary in Singapore, and then transported to Belgium. It costs approx. 800EUR to produce min. lot of 1000pcs. In order for all the proceeds to be donated, we are seeking the sponsors who cover the costs. For those who sponsors 1000pcs, company logo mark can be printed if wished.

The first phase was closed as of June, 2011, and the donation of 8000EUR was delivered to Taiyo Gakuen Orphanage in Ofunato-city, Iwate Pref. Together with bracelets and photo/messages from the Belgian children.

For those interested to sell or sponsor, please contact:

Charity Bracelet Campaign "Cheer up, Japan"

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