

The Global Party starts today, with a target to raise £2m for charity

- The Global Party, the world's biggest VIP private charity event kicks off today, taking place in 150 cities
- 12 new countries, from New Zealand to Bhutan, have joined the fund-raising for hundreds of good causes
- Ethiopian wolves, Zambian elephants and superyachts are all part of the fun and philanthropy, with a gold and caviar cocktail created by The Shelborne Wyndham Grand in Miami to raise funds for its chosen charities Gods Innocent Angels and the UCP Baby House Project. The Shelborne Wyndham Grand re-opens for the event after a \$280 renovation
- Due to demand, a second annual Global Party month will launch in March 2015
- Over 180 events have been confirmed across six continents

Tonight, at the Hotel Signum in Malfa, a glittering party for hundreds of fun-loving philanthropists will take place, kicking off a month of celebrations in 150 cities, raising funds for charities all over the world.

Miami, San Jose, The Maldives and one of the highest mountaintops in Ethiopia are just some of the locations that will follow suit; hosting spectacular events for The Global Party throughout September, as they fund-raise for The Global Charity Trust.

Created by co-trustees David Johnstone and Lord Stanley Fink, The Global Party attracts the world's leading philanthropists, entrepreneurs and A-list stars – and it is rapidly expanding.

Its purpose is to bring together finance, fund-raising and fun, raising substantial donations and awareness for hundreds of good causes through lavish parties. Each event nominates its own charity to receive donations, instantly putting local causes onto a global stage.

The formula clearly works. Since its launch in 2011, parties thrown by the trust have been attended by tens of thousands, including Uma Thurman, Arpad Busson, Lily Cole, Brian Ferry, Macy Gray, Samantha Barks and Hayden Panettiere. In the process, The Global Party has amassed a database of over 360,000 super high net-worth individuals and leading members of the luxury industry.

Johnstone explains: “We select only the very best venues, be they five or six star hotels, legendary night spots or world class restaurants. We also look for event opportunities where the experience is so unique that it will surprise and delight even the most well-travelled and worldly guest.

“Dining at 4,377 metres on top of one of Ethiopia's highest peaks after spotting rare Ethiopian wolves, or being the first to set foot in a new hotel, whilst being serenaded by a platinum disc selling artist, are two of the things we have up our sleeves this year.”

With exclusivity key to the success of every event, it is not possible to buy a ticket to The Global Party. Instead, people are invited to attend through each venue's VIP and members' database and a growing network of introductions. They can then select which parties they wish to go to and pay a donation set by each venue, with all the funds going directly to supporting good causes. Once invited, guests may go to as many parties as they wish to throughout the world.

David Johnstone continued: “The variety of locations and parties makes every event special – from the Orient Express to a hot air balloon outside London’s Natural History Museum. We even have a dinner in a giant fish tank in a hotel under the sea. The fact that everyone is going to have a different Global Party experience is what keeps people coming back.

“The challenge is to create inspiring and creative money-can’t-buy experiences and by working solely with the owners of the world’s leading venues, we know that this year will be our biggest and best Global Party yet.”

Johnstone added: “Venues nominate their own charities. But this doesn’t mean the fundraising remains local. As soon as a charity is confirmed, we share the venue’s fundraising mission and invitation with our 250,000 database, generating hundreds of instant donations that are sometimes nothing to do with the parties or events. People just want to help causes that move them. We are looking beyond the Global Party events to keep doing good work. We are steering this into a year-round fundraising effort. Our aim is to get to a place where our members can donate to a good cause by booking tickets to a leading show or eating at a restaurant.”

The Global Party aims to raise more than £2m net for The Global Charity Trust from events and donations by the end of 2014.

The Global Charity Trust is regulated by The Charities Aids Foundation (CAF). Registered Charity Number 268369

Some of the Global Party 2014 confirmed venues include:

- Lilya Lodge and Royal Zambezi Lodge, Zambia
- Nikki Beach, Cabo San Lucas, Mexico
- Madinat Jumeirah in Dubai
- STK in Las Vegas
- Bale Mountain Lodge, Central Ethiopia
- M1nt in Hong Kong
- Boujis in London & Hong Kong
- La Zagaleta in Marbella
- Shelborne Wyndham Grand South Beach in Miami
- Conrad Rangali Island in the Maldives
- Gangtey Goenpa Lodge in Trongsa, Bhutan
- Naibor Camp, Kenya
- Azura Benguerra and Azura Quilalea, Mozambique
- Azura Selous, Tanzania
- The Roof Gardens, Kensington, London
- Cavalli Club, Dubai

New territories joining The Global Party in 2014 include:-

New Countries	New Cities
Mongolia	Ulaanbaatar
Egypt	Cairo/ Sharm El Sheikh/ Hurghada
New Zealand	Wellington/ Auckland/ Akaroa
Senegal	Toubacouta

El Salvador	San Salvador
Maldives	Rangali Island
Costa Rica	San Jose
Bhutan	Trongsa
Zambia	Lusaka/ Luangwa
Nicaragua	Managua
Honduras	Guanaja
Mozambique	Benguerra Island/ Quilalea Island

New Cities/provinces in other countries

Bath

Atlanta – USA

Cabo San Lucas – Mexico

Abu Dhabi

Bali

Mykonos

Santorini

The Global Party Milestones

The Global Party first occurred in 2011 across 73 cities and by 2013 the number of cities had grown to 143.

In its first year, 80,000 guests partied at 80 international venues over two days.

Now, over 100,000 people are expected to attend The Global Party events throughout the month of September in conjunction with the world's premium restaurants, bars, clubs, 5 star hotels, property developments and luxury retailers.

The Global Party is an awe-inspiring event- soon to take place every six months from March 2015 - which helps to raise both awareness and funds for thousands of local charities through the Global Charity Trust.

-Ends -

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