

OFFICIAL PRESS RELEASE AND PRESS LAUNCH ANNOUNCEMENT

David Johnstone and Lord Stanley Fink are excited to be hosting the official press launch of THE MOVEMENT and The Global Party on Thursday 22nd May.

The aim of the press launch is to reach out to the luxury industry, as well as to press and media. Palladium PR have also added a unique twist to the occasion by scheduling it to occur in the grounds of the iconic London Zoo, making it a truly unmissable industry event.

Each selected invitee will be accorded with a private password and link through which they can RSVP.

THE MOVEMENT

THE MOVEMENT is an inspiring charity initiative developed by David Johnstone and Lord Stanley Fink to support The Global Charity Trust in its mission to raise funds and awareness for hundreds of benefiting charities across the world.

It was conceived in 2011 through The Global Party and today works to unite individuals with the international luxury industry, helping both to achieve their philanthropic goals throughout the year.

To support THE MOVEMENT consumers simply choose to purchase items or services where the recognisable icon is displayed. By doing so, they trigger a donation to charity from the business.

To view the ever-growing list of luxury charitable partners a simple and free web app is available called the luxury atlas.

www.jointhemovement.today

[@supportthetrust](https://twitter.com/supportthetrust)

facebook.com/supportthetrust

The Global Party

The Global Party is the largest invite-only VIP charity event on the planet, welcoming the world's social elite as they come out to play for a noble cause.

For the entire month of September this awe-inspiring philanthropic event spans the globe raising funds and awareness for hundreds of charitable causes through The Global Charity Trust.

This year, with the generous support of luxury bars, art galleries, restaurants, 5 star hotels, nightclubs and sponsors, The Global Party will celebrate THE MOVEMENT and its 3rd Birthday in a phenomenal 360 cities worldwide.

theglobalparty.com

[@theglobalparty](https://twitter.com/theglobalparty)

facebook.com/theglobalpartyonline

The Global Charity Trust

The Global Charity Trust's philanthropic mission is to support hundreds of charities with financial aid and increased awareness, focusing on health, the elderly, education, the environment, children and animal welfare.

Its charitable goals are achieved through these two great initiatives. Both The Global Party and The Movement work hand-in-hand with the international luxury industry to support philanthropy in over 360 cities worldwide.

The Global Charity Trust is established under the Charities Aid Foundation registered charity number (268369). Its Trustees are Lord Stanley Fink and David Johnstone.

tgct.org

[@TGCharityTrust](https://twitter.com/TGCharityTrust)

facebook.com/TheGlobalCharityTrust

#THEMOVEMENT

For general press enquiries and to enquire about attending the press launch at London Zoo please email press@palladiumpr.com



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LINKING THE WORLD FOR A WORTHY CAUSE

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