

THE GLOBAL PARTY™

INSPIRED BY PHILEAS FOGG

London 15th September 2010

A Global Count Down

Luxury lifestyle expert **David Johnstone** has teamed up with his partner Stanley Fink, renowned hedge fund legend to create an extraordinary charity event The Global Party.

One year from now, on Thursday 15th September 2011, a world event will take place that will redefine the notion of a party. Within 24 hours, 80 parties will be held throughout the world in aid of raising money for respected children's charity **ARK**: Absolute Return for Kids. Guests will be invited to sip Champagne in Paris, Vodka Martinis in London, Manhattans in New York or Margaritas in Mexico, and with **ARK's** celebrity supporters comprising the likes of Damien Hirst, Elizabeth Hurley, Simon Cowell, Jemima Khan and Boris Johnson, it will set a unique and glamorous scene for a global cause.

80,000 of the world elite and media will be invited to attend **THE GLOBAL PARTY** with a choice of 80 global locations. This exceptional event will be unmissable. Each invitee will receive a limited edition, unpurchasable 'Global Party' **Key-2 Luxury** silver key ring, which allows them access to world privileges and entry into a parallel universe of luxury.

Inspired by Phileas Fogg, this record breaking concept will unite leading luxury brands in its attempt to intensify awareness for children in plight. Combining forces to create this awe-inspiring event are leading luxury brands and destinations: to La Zagaleta and the Marbella Club - Marbella, Core - New York, Bed Supperclub - Bangkok, Raas - Rajasthan, The Grand Palace Hotel - Riga, Sanctuary at the Palm – Dubai, Grand Excelsior - Valleta, M1NT – Shanghai, to name a few.name a few.

David Johnstone's expertise in the Luxury domain has inspired leading global players to commit to this extraordinary concept with celebrated jewellery brand Mikimoto choosing to become a Gold Sponsor. Along with The Orient Express and Harry Winston, The Global Party is affiliating outstanding luxury brands to create a truly global event.

One invitation to rule them all, The Global Party is poised to eclipse the rest and set the precedent for 21st Century events.

Links of interest:

www.theglobalparty.com

www.arkonline.org registered charity no.1095322

www.key2luxury.com Please note that the Key-2 Luxury key ring is NOT available to be purchased by the general public and is given as a gift by the directors of Key-2 Luxury in support of this world-wide event.

