

# THE GLOBAL PARTY™

INSPIRED BY PHILEAS FOGG

30<sup>th</sup> September 2011

## Post event Press Release The Global Party 2011: A worldwide Audience

The Global Party 2011 grabbed a worldwide audience. 80 parties were given in a 24-hour period, making **The Global Party** a world-wide event that transcended continents. **The Global Party** is a unique undertaking that breaks all typecasts.

Inspired by the adventures of Phileas Fogg **The Global Party** secured some of the best venues around the world including 5\* hotels, night clubs and private residencies. These owners across 71 cities hosted their unique individual party inviting their city's elite, thus creating a truly global guest list.

So extensive was the reach and size of **The Global Party** that in an unprecedented move, up to 15 charities benefitted directly from the event; their cause highlighted to the 80,000 invited guests and the consequent press coverage amplifying the charities profile to a new global audience.

Charities benefiting from the 2011 event included Keep A Child Alive, 21st Century Leaders, Nordoff Robins, Merlin, Nelson Mandela Children's Fund, Clic Sargent, ARK (Absolute Return for Kids), Blue Marine Foundation, The Duke of Edinburgh Award (IAA International Award Association), Virgin Unite, IIE (Institute of International Education) Scholar's Rescue Fund, Pratham, Raisa Gorbachev Foundation, Sentebale and Tusk.

Each invitee received a limited edition 'Global Party **Key-2 Luxury** silver key ring allowing access to 1000's of personal contacts and exclusive VIP privileges for life.

The Global Party were delighted at the success of The Global Party Worldwide Launch on Thursday 8th September at The Natural History Museum, London. More than 2,000 guests from the celebrity, music, fashion, business and charity worlds – as well as members of Europe's high society - gathered at the Natural

History Museum for what turned out to be an amazing night of Champagne, entertainment, global cuisine, fine wines and superb networking opportunities. With Performances from Bryan Ferry and Eddie Jordon, the evening was glamour personified.

All over the world the elite came out to support the cause; Nadine Coyle from Girls Aloud, Gypsy Kings, Darius and Macy Gray performed, celebrities were photographed against The Global Party step and repeat and fantastic speeches were given.

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An awesome Global Party show reel – animated by BAFTA Award winning Jellyfish Pictures and featuring the one minute Interviews with your CEOs/celebrity patrons was very well received by the guests at The Global Party events ; it was also played at the beginning of each and every one of the global parties around the world... to audiences of thousands, giving continuity and highlighting the charitable causes.

The Directors of The Global Party venture are the renowned hedge fund veteran **Lord Stanley Fink** and luxury lifestyle expert **David Johnstone**, whose joint expertise have inspired the leading global influencers to commit to such an extraordinary event. Their luxury lifestyle holding company incorporates the much sought after Key-2-Luxury, the PR platform GlobalPR, Champagne for Life, Global Fulfillment, Cocktails for Life, Key-2 Luxury Properties and recently acquired Pemberton & Milner leatherwear.

Please visit [www.theglobalparty.com](http://www.theglobalparty.com) and [www.globalpr.net/theglobalparty](http://www.globalpr.net/theglobalparty) for releases and images from the 2011 event.

