

CELINE x Ai Tominaga x KIDS EARTH FUND "The Ai bag"

Well-regarded French brand, CELINE, released the mother's bag, "The Ai Bag", produced by fashion model Ai Tominaga. While working as a model, Ai Tominaga, who is a mother of a four-year-old boy, was engaged in the project from its inception. "The Ai Bag" is functional and large so all women, including mothers, will find it easy to use, but it is also fashionable since it is designed based on CELINE's popular series "TOURBILLON" in coated canvas.

"The Ai Bag" is a charity product, and a portion of its profit will be donated to KEF. A product release event was held on March 14th at CELINE one Omote-Sando Boutique, where heart-warming children's paintings from all over the world were displayed. During the event, Ai Tominaga, who engaged in the production of the bag, and Harumi Torii, the representative of Kids Earth Fund had a talk show. Ms. Tominaga mentioned, "Children give us energy and smiles. I hope this thoughtful bag will be put to use by wide variety of people." Her love of children and commitment to the bag could be seen in her comment. Ms. Tominaga, CELINE and the participants' heart-felt concern for children was palpable throughout the event.



At the event, many people including customers, models, and other participants celebrated the release of the new bag.

Picture of Friends in a Happy World



On April 29th, under a cloudless sky, Kids Earth Fund conducted an art workshop in Toyama City. The workshop was a part of an event commemorating the 3rd anniversary of Fuji Light Rail which operates the "PORTRUM" that runs in the city. Children who like trains came and joined the workshop. They got excited as they saw a long white canvas and paints of various colors on the ground. The canvas was soon filled with flowers, smiling faces, and the PORTRUM they love - all of which were the themes of the event.

Asked to name the picture, children came up with names such as "Happy Painting", "Painting of My Friends", and so forth. Finally the perfect name for the big exciting painting was chosen: "Picture of Friends in a Happy World"! When the painting was displayed on the stage, the children presented the name to the audience with a smile.

Since April 27th, Fuji Light Rail has been operating the "Flower PORTRUM" which is donated children's paintings to KEF from all over the world. When you go inside of the PORTRUM, you feel as if you are in a kid's room. Without the kind cooperation of Actus Toyama Shop, which donated special materials, this event would have been impossible. The train is full of playful touches which make not only kids but also adults smile.

We also held an art workshop at Actus Toyama Shop to bring children's lively spirit to the world. Many joyful children gathered there, too. At first they wondered what they should paint, but once they started, their imagination took over. Some of them said, "I want to paint more!," and others started painting pictures with their hands, instead of brushes. The completed paintings were filled with lots of colors and fun.

The pictures painted at the art workshops will be displayed in various places in Japan. "Flower PORTRUM", filled with the spirit of children from around the world - including children from Japan, will be in operation until the end of October.



Several flower arrangements designed from children's paintings were displayed during the event. A miniature PORTRUM was donated to Kids Earth Fund.

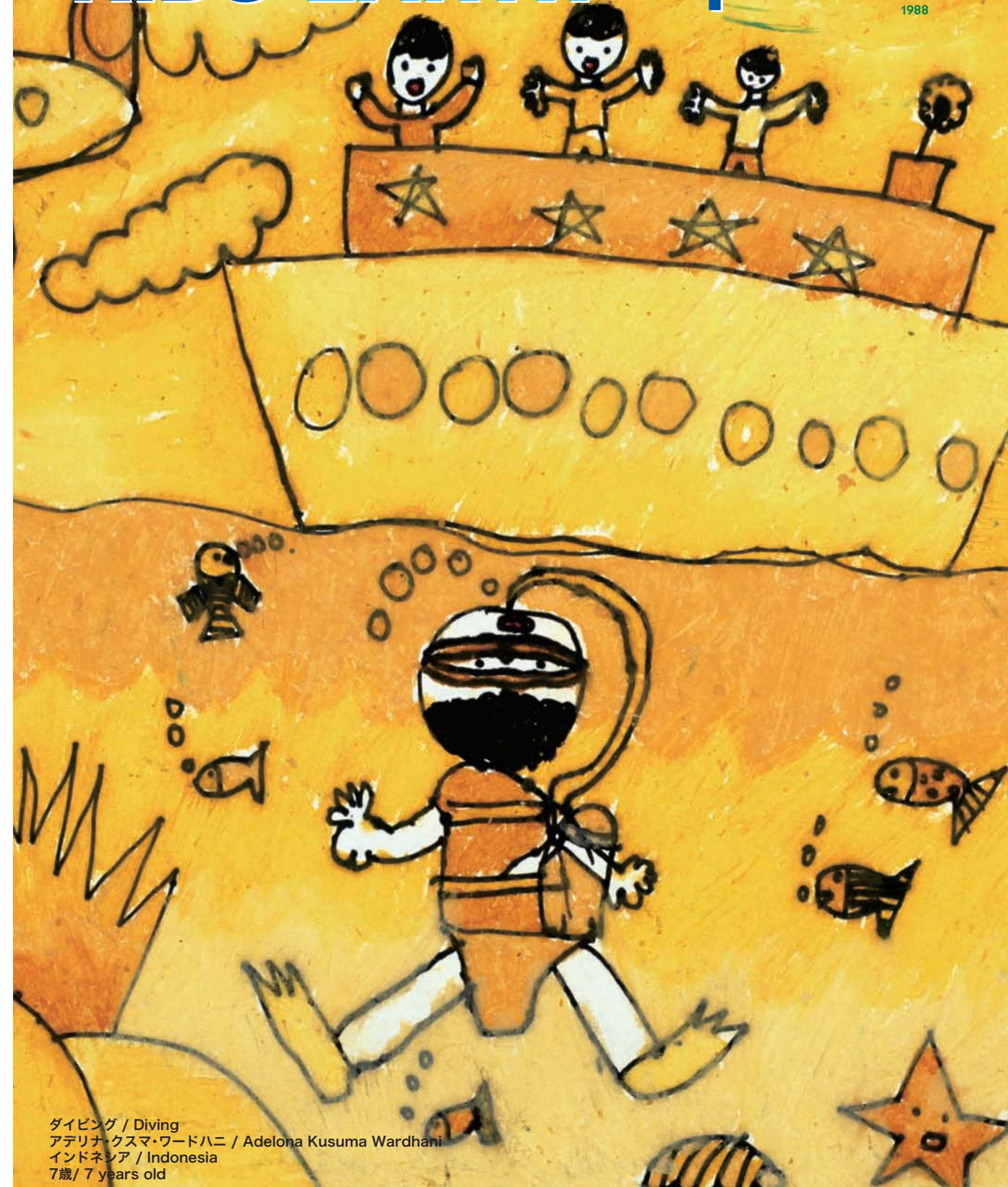


1,000,000 People's Candle Night

1,000,000 People's Candle Night was held throughout Japan again this year. Kids Earth Fund participated in one of the events called "1,000,000 People's Candle Night @ OSAKA CITY 2009 SUMMER." The event was filled with people's generosity and warm heartedness. From June 1st to the 7th, children's paintings from all over the world were exhibited at the atrium of Hilton Plaza East. People who participated in the event seemed to enjoy the opportunity to see the children's paintings and the messages drawn in them. At a nearby café the Plaza, candle shades with children's paintings were displayed. The smiles and laughter of people all around the world were lit up by the glimmer of candles. Candles decorated with children's paintings were sold at the event, and the profit of the sales was donated to Kids Earth Fund. People's kindness, like the glimmer of a candle, will be sent to the children in need of support through Kids Earth Fund.



■ **NEW MEMBER** Those who recently became members of KEF: Title Omitted/ Alphabetical Order (March 1, 2009 - May 31, 2009)
 (Individual Members) Ms. Masako Suzuki Ms. Keiko Matsumoto (Corporate Member) LOOK Inc.



ダイビング / Diving
 アデリナ・クスマ・ワードhani / Adelona Kusuma Wardhani
 インドネシア / Indonesia
 7歳 / 7 years old

Kids Earth Fund in Canada



The venue was covered with 300 paintings of children

From May 12 to 16, KIDS EARTH FUND's art exhibition, "Children's Impressions 2009," was held in the lobby of National Nikkei Museum & Heritage Centre in Burnaby, Canada. Kids Earth Fund has conducted charity activities in about 40 countries and art exhibitions in many countries, including Centre Georges Pompidou in Paris and Pushkin Museum in Moscow, but this was the first time for us to hold an art exhibition in Canada. This exhibition was realized with support of National Nikkei Museum & Heritage Centre and Japanese Consulate General in Canada as well as many individuals.

About two hundred pictures painted by children all over the world and a hundred paintings of Canadian children donated from three local schools were displayed in the lobby of the museum.

Nearly a hundred and fifty people, including the children in Burnaby who donated their pictures, came to the museum for the opening ceremony held on the 12th. The ceremony started with the speeches of Mr. Seiichi Otsuka, Japan Consul-General in Vancouver, and Mr. Mitsuo Hayashi, Director of the Nikkei Heritage Centre. Ms. Kaori Ohtake played the harp for the ceremony, and the museum was filled with the fine tune of the harp and a bright atmosphere. People who came to the exhibition enjoyed children's heart-warming paintings while eating Japanese cake offered by Cosmos Seminar volunteers.

Picture books, post cards and other KEF goodies with children's paintings on them were sold at the museum, and a lot of people made donations for children all around the world.



A number of local children donated their paintings and funds to Kids Earth Fund

During the event, we held an art workshop with local children at the museum. Every child showed their interest when we explained the purpose and activities of Kids Earth Fund. "Where would the paintings go?" "Which countries' children do you support?" - They asked a number of questions with their eyes twinkling. Once they understood their paintings would help children around the world, they started painting pictures more excitedly. A lot of heart-warming paintings were completed in the end of the workshop. Also, there are children who donated money to us from their allowance. It seems that the sense of charity is rooted in a wide age-range of people's minds.

The local news, newspapers, magazines and other forms of media widely reported about our event this time, and more than eight hundred people visited the exhibition in 5 days. What kind of message did those who came to the exhibition receive from the children's paintings? We believe that, through the event, the idea of "KIDS HELPING KIDS" would be understood and spread in Canada.



Where is the child who painted this picture from?

KIDS EARTH HOME Project

キッズ・アース・ホームプロジェクト



KIDS EARTH HOME Report ~No.1 KIDS EARTH HOME Croatia~

It almost feels like summer, in April in Croatia. Trees and flowers are vividly growing at the garden of KIDS EARTH HOME that was reconstructed last September.

Children who come to the new HOME go straight to the workroom at the second floor as if it's their daily routine since a long time ago. At the workroom, "URASHIMA TARO" drawing, which was donated by exchange donation from SHISEI GAKUEN welcomes them. Children spend their fun time playing with friends or drawing pictures as they wish.



Children enjoy making art with smiles at the workroom on the 2nd floor. Trees and flowers planted by children are growing in the big garden

KIDS EARTH FUND has decided to expand the function with support of Japan Management Organization for Postal Savings and Postal Life Insurance.

To enrich Artwork and psychological program more, KEF continues to offer support activities, to become a model case of recovery, not only to children but also to Croatian communities where situations are still unstable.

Kids Earth Gallery with Girls Scout ~Cheerful Spring Time~

11 girls from the American Girls Scout visited our gallery. This was the first time for them to have an art workshop with us, but maybe because it was a bright sunny day, the children never seemed to be nervous but were quite cheerful. Seeing such a huge canvas and a variety of colors of paints, they got even more excited. After us explaining that the theme of the workshop would be "Cheerful Spring Time," they started painting pictures very excitedly as if they were waiting for that moment. The blank white canvas turned into a colorful picture filled with ladybugs, rainbows, and lots of flowers in the end of the workshop. The picture seemed to show their cheerfulness.



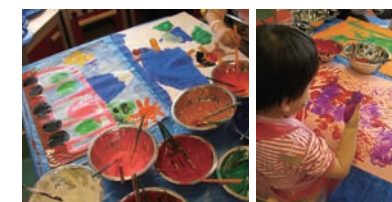
KIDS EARTH CAR Project

Kanagawa Children's Medical Center - Let's Paint with Your Imagination!

When we started feeling the coming of spring, we held an art workshop at Kanagawa Children's Medical Center Surgical Department. Seven children participated in the workshop whose theme was "Let's Paint with Your Imagination."

"Well, what color drawing paper should I paint pictures on?" Pink, yellow, sky blue - the colors they chose were all sweet, spring-like colors. They painted pictures of flowers, animals and play outside with full use of their imagination.

"Guess what this is?" A boy who is good at painting proudly showed the picture he always paints. A girl put the brush down on the table and started to color her fingers and paint a picture with them. Another girl painted a picture of her memories of a fun bus trip. Their drawing paper was full of their favorite things and wonderful memories.



Some children started painting directly on the paper, and the others started painting acorns pink and yellow and glued them on the paper. The picture painted by boys with green and blue paint gave an image of strong breath of spring. The picture painted by girls with pink and yellow flowers and fruits gave an image of the coming of warm and crisp spring days. Well, let's see how this spring is going to be. Spring has finally come! The pictures were filled with such feelings of the children.



Toho University Omori Medical Center ~Insects in Nature~



After Golden Week, the weather was fine everyday as if summer would come very soon. On May 15th, when the city was full of green, an art workshop was held at Toho University Medical Center. The theme of the workshop was "Insects" which children like a lot.

Before we started the workshop, we saw the picture of insects, such as honeybees and snails, painted by children in Russia, Korea and Slovakia, as examples. The children were talking to each other, "Are there lots of different kinds of bugs overseas?" and "Do the children there like those bugs, like we do?" Nine children who are 4 years old and up, got together and painted pictures on one canvas.

The children seemed to enjoy choosing colors and painting pictures. Ladybugs, butterflies, some insects we have never seen before and all sorts of insects were painted on the canvas. They also painted flowers, mountains and so on around those insects. The white blank canvas turned into a world of colorful "Insects." They named the very energetic picture "Insects in Nature."

Children under 4 years old painted pictures individually on big drawing paper and enjoyed using various colors. Some children gave other children the paint and brushes they used, "Here you are!" The room was filled with children's laughter, and the workshop was quite successful.



Column DEAR KIDS, DEAR THE EARTH vol.26

KEF Advisor /President of Bornelund Inc. Hiroko Nakanishi

For children, "play is life". Playing is learning. It promotes the "will to live". Children feel excitement when imagining something, exhilaration when using their body to play, amusement when using their hands to create something, and joy when working together. We have been developing environments in which children can play and fostering children's "will to live" for thirty years, and we are glad that the importance of play has gradually begun to spread and be understood by the Japanese public.

Not too long ago, I had a very moving experience. On our company's 25th anniversary, I wanted to do something meaningful for the world. Following the theme of "play", we took photos of children playing in 30 countries and published a photo-book, the profits from which we donated to children in need of support. In the process, we came to know KIDS EARTH FUND and learned that there were many children in the world who live in countries with ongoing wars, who have AIDS, and who have to work because of poverty. Through this project, I felt as though I met the children in the photographs.

Five years have passed since then, and I have held exhibitions of pictures drawn by children in many places and delivered toys to children in countries such as Cambodia, Indonesia, China, and Vietnam.

What we can do for children is to help them maximize their own potential and to protect their precious playground, the Earth. I plan to continue my small contribution to support children all around the world.

Exhibition

- Toyama-shi, Toyama
April 29th (Wed.)
Toyama Light Rail 3rd Anniversary Event, Hana Portrum
- Tokyo・Shinjuku-ku
November 13th (Thu.) - MUJI Shinjuku, B1
- Chuo-ku, Tokyo
March 5th (Thu.) - MUJIRUJI RYOHN Yurakucho, 2F
- Chiyoda-ku, Tokyo
June 7th (Sun.)
Mitsui-Sumitomo Sponsoring Concert Hall, Nihon University CASALS HALL
- Meguro-ku, Tokyo
June 20th(Sat.)- June 26th(Fri.)
RISE GALLERY
- Bernaby, Canada
Tue 5/12 - Sat 5/16
At Japan Heritage Centre
"Exhibition of Children All Over the World"
- Kobe-shi, Hyogo
May 23rd (Sat.) - June 1st (Mon.)
Actus Rokko
- Kita-ku, Osaka
May 19th (Tue.) - May 28th (Thu.)
Gallery Space "Deva", Ema
- Kita-ku, Osaka
June 1st (Mon.) - June 7th (Sun.)
1,000,000 People's Candle Night @ OSAKACITY "Kids Smile Gallery"