

NEWS

◆ Shu Uemura Cleansing Oil Limited Edition “AID by Shu - For the future of Children and Art”

Synonymous with the pursuit of artistic sensibility, the world-leading makeup artist's brand Shu Uemura and KEF are proud to present the second item in their charity collaboration. This limited edition cleansing oil will make its international debut in September 2005, and Shu Uemura will donate a part of the proceeds to KEF and other charities supporting children and art.



The item will be available in 17 countries in Asia (Japan, Taiwan, Hong Kong, Republic of South Korea, China), Europe (France, the United Kingdom and others) and the United States. In Japan, this limited edition will be on sale nationwide from 9 September.

◆ Children's art-works on the label of wine bottles! From Australian Airlines

Charity wines containing labels painted by children living in Sydney are going to be sold on the Australian Airlines (Flight Area: from Osaka, Nagoya, Fukuoka to Australia). You can find children's pictures on each bottle of red, white and rose wine. Part of the amount sales will be contributed.

Labeled Wine from
KIDS EARTH FUND
・ 3bottles (per 1 bottle)
14,800yen (taxes included)
・ 6bottles (per 2 bottles)
27,600yen (taxes included)



◆ Children's Art turned into a 3-D carpet! Charity Carpet Sales Started

Only one picture painted by children around the world....Based on the paintings, the original charity carpets are now on sale, in cooperation with "WIZE TRADING", a carpet manufacturer. With 100 colors of threads, the carpets were hand-woven by veteran craftsmen, copying the image of the original paintings.

■ SIZE : 70cmx50cm

■ PRICE : 9,800 JPY including tax

*Part of the profit is to be donated to KEF.

■ How to order : Please order through the Carpet Order Form or online
HP (<http://www.carpets.jp/index.html>)

■ Sales by WIZE TRADING

■ Inquiries : WIZE TRADING (TEL : 0424-81-8471)



◆ KIDS EARTH FUND, HAPPY 17th BIRTHDAY! Fund-raising Party2005

KIDS EARTH FUND will hold a Fund-raising party at the Grand Hyatt Tokyo on Thursday, the 27th of October to celebrate the 17th Birthday. All proceeds will be used for children who have suffered from traumas because of illnesses, disasters and so on.

■ DATE : 2005. 10. 27. THU.

DOORS OPEN 18:30 / FROM 18:45 - 21:30

■ VENUE : GRAND HYATT TOKYO Grand Ball Room

■ DONATION : 30,000JPY

*KEF members will receive 2 complimentary raffle ticket

■ DRESS CODE : Black-Tie

■ EVENT :

・ 450 seated dinner

・ Full-course Dinner

・ Exclusive raffle prizes

・ Entertainment by Dr. Beat Richner, cellist (physician at Kanthabopha Hospital, Cambodia) / Ms. Yumi Okazaki, renowned concert pianist



©子供地球基金 / KIDS EARTH FUND





EXHIBITION

The children's arts illuminate the display windows of Marunouchi! KIDS ART STREET IN MARUNOUCHI

This is our project in which the brilliant arts created by children are displayed in the display windows in the Marunouchi shopping area, with the hope of passer-bys to think of the needed environment for the children. This was the event related to the ART FAIR TOKYO held at TOKYO INTERNATIONAL FORUM from August 6th to 8th. This year has been the third one, following the events held in the years 2001 and 2003. During the period, the streets lined up with world-famous brand shops, turned into colourful streets full of paintings; the "Kids' art" presented by talented children.

～ A comment from Mr. Koichi Takenouchi, a Manager of Kenwood Square Marunouchi ～

Painting, listening and playing the music from childhood; these are some of the strongest communication tools that can be useful for world peace. I'm very happy to have decorated our shop Kenwood Square Marunouchi with the paintings by children across the world.

〈KIDS ART STREET IN MARUNOUCHI, the cooperating shops in alphabetical order:〉

BAGLE&BAGLE, BRASSERIE AUX AMIS, COCCINELLE, DARJEELING DAYS, EIZO Galleria, FORUM ART SHOP, GEORG JENSEN, HONG KONG TOURISM BOARD, ILLUMS MARUNOUCHI, JTB TRAVELAND, Inc, KENWOOD, Korea Exchange Bank, LA MER RICHE, LEVANTE, MARUOUCHI CAFÉ, MIKUNI'S CAFE MARUNOUCHI, MITSUBISHI ELECTRIC DCROSS PIA STATION, RESTAURANT MIKUNI MARUNOUCHI, ROLEX, ROYAL COPENHAGEN, STARBUCKS COFFEE, Tokyo-Shokudo Central Mikuni's, United Air Lines, united arrows green label relaxing

Sponsored by: KIDS EARTH FUND(KEF)
Jointly sponsored by: Art Management Station (ArMS)
Cooperated by: MITSUBISHI ESTATE CO.,LTD and Art Fair Tokyo



KIDS EARTH HOME Project

Report on the last Adviser Meeting

KIDS EARTH HOME Tokyo (KEH Tokyo) has been conducting various workshops. In the future, KEH Tokyo will make more efforts to help children in Japan who could benefit from art projects. At the last Adviser Meeting, advisors who are active in such fields as therapy, music, and art were invited and discussions were held on such topics as what children need now and what we can do in the future.

～ Message from Ms. Akiko Shindo, Advisor ～

There are children who suffer mental anguish even in wealthy societies. As these children are so full of anguish, they cannot even recognize their problems and feel at a complete loss. One of the topics during the meeting was how we can have these children visit KEH Tokyo. The advisors who attended the meeting actively exchanged specialized opinions and had heart-to-heart discussion. This advisor meeting is typical of the way we at KEH Tokyo approach supporting children.

〈Special Advisor to KIDS EARTH HOME Tokyo〉

Mr. Katsumi Namba : Adventure Education Counselor / Ms. Miho Kuroda : Certified Clinical Psychologist / Ms. Kiyoe Shimura : Therapist / Takashi Ninomiya : Investigator of learning by experience / Ms. Akiko Shindo : Internationally Certified the teacher of Eurhythmics / Ms. Keiko Hirai : Curator of Numata Museum of original art from picture books / Mr. Ren Makabe : Sculptor

◆ Now taking orders for Charity Christmas Cards! ◆

With only three months until Christmas our Charity Christmas Cards are now on sale, as with previous years, from Smile Heart Club*. The design, which features drawings made by children of No.1 KIDS EARTH HOME (a facility for war orphans) in Croatia, has received much attention. It features drawings made by the children at an art workshop held during the visit by KEF staff in March of this year. Proceeds from the card will be used to assist not only the children of the former Yugoslavia but also children affected by the Great Sumatra Earthquake. By contributing artworks, children who have been the recipients of aid gain courage and empowerment through helping children in other geographies.

* A social action program by the employees of Mitsui Sumitomo Insurance Group



KIDS EARTH CAR Project

The Picture Tent (Drawing Tent)

10 years have passed since the Kobe Earthquake. At the "Kobe karano hasshin", the 10th memorial event for the earthquake, KEF organized "The Picture Tent". The program leader was a painter, Ms. Namiyo Kubo. We built up large camping tent in the park and drew pictures using a special paint. The children stretched their arms to draw pictures on the tents that is much taller than they are. They drew pictures of their memories from the summer, such as whales, the sea, and the shining sun. These tents are planned to be sent to elementary schools in Kobe, kindergarten in Tokyo, and also overseas like Iceland. "The Picture Tent", a tool to connect the children in Kobe and in the world. Let's see what goes beyond with this project in the future.



Reach to Croatia! Japan's four seasons

We visited Shiseigakuen, a children's nursing home in July, to hold an art work shop, in cooperation with Goldman Sachs(Japan) Ltd. The theme was "Japan's four seasons". We were divided into groups and then cut, tore and curled Japanese paper and chiyogami. We stuck them on a large cloth to express each season. It didn't take long to make colorful and lively pieces which are filled with children's ideas. These will be sent to No.1 KIDS EARTH HOME in Croatia. We hope that our feelings will be understood by children in Croatia.



What Color is Your Earth?

When you think of the earth, what color do you imagine it to be? In June, KIDS EARTH CAR visited TEPCO Electric Energy Museum (Denryokukan) in Shibuya, Tokyo and held a workshop with children to make objects of art titled "original earth". They painted white balls with their favorite colors: soccer ball earth, striped earth covered with a rainbow, pink and yellow earth covered with flowers and butterflies, and more. So many attractive planet earths were made. In reality, however, the earth is full of polluted air and water. Through their art objects, we could see the children's wishes and hopes to have the earth become more beautiful and happier like the earth that they created.(COOPERATED BY: TOKYO ELECTRIC POWER COMPANY)



Column DEAR KIDS, DEAR THE EARTH vol. 10

Ryo Hato
Management Consultant / Advisor to Kids Earth Fund

KEF is undoubtedly one of the volunteer organizations which attains the highest performance.

The group has been active throughout the 17 years since its establishment. During this time it established seven institutions abroad, and the number of events and exhibitions which stirred up sympathies and left a deep impression on so many people has also reached more than 300. Most importantly, the number of children who have contributed to saving lives and creating good feelings will most likely exceed 10,000.

Although there are many NPOs and voluntary organizations with much bigger budgets and many more members than KEF, there are few which have attained results of a scale so large not only in the meaning of their achievement, but also in terms of quantifiable contribution.

There is no doubt that these achievements are the crystallization of the dreams and goodwill of Representative Torii and the direct and indirect supporters of the organization. Yet I feel this is only an opening chapter for KEF. I feel this organization will grow in great leaps and bounds as the Japanese society wakes to its economic and psychological maturity; realizing happiness itself lies in activities such as those of KEF.

I am proud to be a part of KEF and to make my small contribution to it. I hope to continue being a supporter, as it enriches my life and brings me happiness.

NEW MEMBERS

Individual Membership

Ms. Junko Ueda / Mr. Kimiya Ishikawa /
Ms. Yoshie Mitsuhashi /
2 anonymous

Foster Parents

(Foster parents of children at KIDS EARTH HOME,
schools for street children, in Vietnam)
Ms. Makiko • Mr. Takuya Katsuse

Big Family Members

Ms. Ritsuko Shibahara

since Jan. 1 until Aug. 31 (In alphabet order)