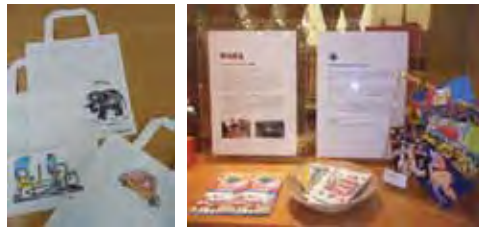


Mujirushi Ryohin – The sale of My Bags, decorated with artwork by Indian children

Bags decorated with artwork by Indian children went on sale from May 6th at Mujirushi Ryohin. The artwork was produced by young children who attended kindergarten close to the farms in India that had contracts with Mujirushi Ryohin. Out of all the pieces of art the children drew, three were chosen to be printed on the bags. Along with the artwork produced by the children, a certain percentage of the profits from the sale of the bags will be donated to Kids Earth Fund. Fourteen of the artwork pieces will on display in the Café & Meal MUJI store in Shinjuku until the end of July.



Narumiya International Kladskap

A new store from Narumiya International opened in Jiyugaoka on June 11, 2010. The theme of the assortment of clothes offered at the new store is "Clothing Education." The Jiyugaoka store is the first store from Narumiya International operating with this theme.

The store is actively supporting Kids Earth Fund by producing and using shopping bags decorated with the "Happy Birthday Earth" picture. Kids Earth Fund pamphlets and flyers were available at the store opening party.



The launch of a new line of adorable shopping bags!

A new line of shopping bags decorated with the creative artwork of children is now finally on sale!

Commemorating the opening of their new store in April, ESPERANZA has issued limited edition bags that showcase artwork created by children. These bags will only be available for sale during the summer season. From mid-June, MERVILLE H., une autre, and Jour H. will contribute new shopping bags. From July; on the couch, Pin Curl, Reiri dea, Double dazzle, LD prime, Luv Diva, Rew de Rew and Rew de Rew GRACE will also be issuing limited edition shopping bags. These adorable, durable bags are the perfect summer accessory.

In addition to being great fashion items, the bags from Pin Curl, Reiri dea, Double dazzle, LD prime, Luv Diva, Rew de Rew and Rew de Rew GRACE are also environmentally friendly as the materials used for the bags include NHC2, a type of nano-capsule that uses carbon dioxide.

Hurry to the nearest store to get your own limited-edition summer bag!!



Kids Earth Fund Exhibition in Kyoto

In 2010, Kids Earth Fund's annual exhibition in Kyoto was held for three weeks at the same two venues as the previous year, Le Café and Banda no hana. The exhibition took place at Le Café from May 31st to June 12th, and then at Banda no hana from June 13th to June 19th. The exhibition displayed over 20 pieces of artwork created by children from around the world.

The colorful paintings and drawings were greatly enjoyed by many people, and helped to promote Kids Earth Fund's mission of advocating peace and environmental conservation.

Various charity goods from Kids Earth Fund were sold at both Le Café and Banda no hana during the exhibition period. The generous funds raised from the sales of the goods were donated to Kids Earth Fund.

We warmly thank all those who attended the exhibition and helped to make the event a success. The funds raised from the exhibition and the sale of KEF charity goods will go towards improving the lives of children around the world.



Design T-shirt Project

Fukuoka Art Director's Club (f-adc) and Japan Graphic Designer Association in Fukuoka (JAGDA-F) jointly launched a project called "Design T-shirt Project."

The title of the project for this year is "Rescue []!", and 29 designers who reside in Kyushu island produced their original T-shirts based on their own theme. The T-shirts are on sale from June 12, 2010, and 5% of the sales profits will be donated to Kids Earth Fund to support children all over the world.

Hurry to the following online shops to get the limited-edition fashionable T-shirts!



<MrMax Official Website>
http://www.mrmax.co.jp/commodity/recommend/t_shirt.php

<MrMax Rakuten Online Shop>
http://www.rakuten.ne.jp/gold/mrmax/t_shirt.html

■ NEW MEMBER The following are newly joined members.
 (Individual Members) Ms. Momoko Kitamura Mr. Takayoshi Shimada (Group Members) ANSWER Co., Ltd.
 (As of July 31 2010 Title Omitted/Alphabetical Order)

子供地球基金 / KIDS EARTH FUND 〒150-0013 渋谷区恵比寿 3-25-2 TEL:03-5449-8161 / FAX:03-5449-3962
 E-mail: info@kidsearthfund.jp / URL: http://www.kidsearthfund.jp/



海の中 / The Sea
 エリナ・シェレディナ / Irina Scheredina
 ロシア / Russia
 女 / Girl
 10才 / 10 years old

Special
Topic

Cadbury Japan Limited Recaldent "Come Smile" Project Nepal Visit June 27, 2010~July 4, 2010/07/15



In commemoration of the 10th anniversary of Cadbury Japan Limited's sugarless gum brand, Recaldent, the company has launched the Come Smile Project. The project is aimed towards motivating children to take care of their teeth by teaching them the proper method of brushing their teeth.

This year the project focused on children in Nepal. The project featured art workshops hosted by Kids Earth Fund, and the "Water and Health" project run by UNICEF. On June 27, the project members left the Nepali capital, Kathmandu, and visited schools and hospitals in small villages and communities an hour away from the Rupandehi district. The art workshops began on the 28th. A total of 80 children participated in the workshops. The children used themes such as "My Favorite Things" and "Smiling Faces" as inspiration to draw and paint. The happy laughter and bright smiling faces of the children were a high point for all those who were involved in the project. The workshops resulted in five brilliant pieces of artwork.



Mrs. Rumi Common & Mrs. Harumi Torii Charity Luncheon

On June 24, 2010, a charity event hosted by the founder of Kids Earth Fund, Mrs. Harumi Torii, and columnist, Mrs. Rumi Common, was held at the Hills Club in the Ark Hills Mori Building. Approximately 60 guests were in attendance. The event was an enjoyable success.



Sumitomo Mitsui Banking Corporation Charity Concert



On May 23rd, a charity concert was held by the Sumitomo Mitsui Banking Corporation in the Nikkei Hall. The title of the concert was "A Toy Box Full of Famous Songs." It was the fifth concert of the year, and as 400 people attended the concert, it was a huge event. It was a wonderful concert, and many volunteers from the Sumitomo Mitsui Banking Corporation were in attendance. An impressive amount of donations were collected at the event.



At the event, merchandise from Kids Earth Fund was on sale, and many pieces of art produced by children were on display. The money raised from the sale of knitted goods handmade by people at Sumitomo Mitsui Banking Corporation was generously donated to Kids Earth Fund. Thanks to the Sumitomo Mitsui Banking Corporation, the concert performers, and all those who attended the concert; the event raised a considerable sum. These generous donations will go towards improving the lives of children around the world.

KIDS EARTH HOME Project キッズ・アース・ホームプロジェクト

Kids Earth Fund in Croatia



The funds generously donated by the Management Organization for Postal Savings and Postal Life Insurance (郵便貯金・簡易生命保険管理機構) went towards building the Kids Earth Home in Croatia, a facility for children who are suffering as a result of the late war. At the newly completed Kids Earth Home, children enjoy activities such as arts and crafts workshops, and an assortment of classes including dance, art, juggling, music, face painting, baking and gymnastics.



The Kids Earth Home in Croatia was made even livelier by young students who had traveled to Croatia to do volunteer work at the Home. These international volunteers enthusiastically worked to improve the house by building fences, planting grass and clearing the orchard. They also participated in the various classes offered to the children, and did arts and crafts activities. Thanks to the newly renovated Kids Earth Home, the Croatian children have the opportunity to grow intellectually, explore their artistic creativity, and strive for a brighter future.



shu uemura x Kids Earth Fund Art Workshop @ Kids Earth Gallery

In the late afternoon of June 23, 2010, shu uemura, one of the biggest cosmetic company, and Kids Earth Fund held an art workshop together at Kids Earth Gallery. 12 girls came by the Gallery after school and participated in the workshop. Before the workshop started, professional make-up artists put make-up on the girls' faces and cameramen took some pictures for them.



After finishing make-up and photo shoot, the workshop began. The girls got quite excited as they found out that they would draw pictures with cosmetics. They, in the beginning, hesitated a little bit, asked their mothers if it was really okay for them to draw pictures with the cosmetics, and chose items carefully from a lot of cosmetic items donated from shu uemura for the workshop. But in the end, they yelped with delight, used a variety of colors and items, such as foundation, lipsticks, lip gloss, blush and etc, and completed many cute pictures. It was a very unique and successful workshop full of smiles and laughter.



KIDS EARTH CAR Project キッズ・アース・カープロジェクト

Art Workshop at the Tokyo Medical and Dental University Hospital; Faculty of Medicine



On April 15th 2010, an art workshop was held in the pediatrics ward at the Tokyo Medical and Dental University Hospital Faculty of Medicine. The activities took place in individual rooms as well as the communal playroom. The children were invigorated by the sounds and the sensation of tearing paper, and quickly set to work constructing their artwork. Some children boldly ripped apart sheets of paper while others carefully tore off thin strips, one by one. All of the children successfully created colorful and creative pieces of art.

Art Workshop at Kanagawa Children's Medical Center



A workshop was held at Kanagawa Children's Medical Center on April 19th. With the intention of allowing the children to express themselves freely, the theme of the event was "What are your favorite things?". At first, many of the children could not decide on what to draw. Once they got started, however, the children enthusiastically drew one painting after another. When children started to hum happily as they drew their favorite things, even the nurses and volunteer members could not stop themselves from smiling and feeling cheerful.

Art Workshop at the Jikei University School of Medicine



On April 27th, an art workshop with the theme "Animals at the Zoo" was held at the Jikei University School of Medicine. The participating children drew on two large sheets of construction paper in the playroom. Together they drew lions, fish, monsters and pets from home. The children enjoyed experimenting with various techniques for painting, creating huge swirls, layering one color on top of another, or dropping dollops of paint on their papers. Many children took part in the activities, making the event lively and fun.

Art Workshop at Toho University Omori Medical Center



On May 19th, an art workshop was held at the Toho University Omori Medical Center. The theme of the workshop was "Please Get Warm Soon!". April had been such a changeable mix of cold and warm weather, and the children were eager to finally "blow away the winter" by drawing flowers, butterflies and cherries. The children were very enthusiastic about creating one large piece of artwork together on a shared canvas. As they worked on their drawings, the children animatedly chatted with one other, creating a lively and cheerful atmosphere. When the children returned to their families, they told their parents that they had enjoyed the activities immensely, confirming that the event had been a complete success.



Art Workshop at Shiseigakuen Represent Your Country!

On June 5th 2010, in cooperation with Goldman Sachs Japan, the children of Shiseigakuen and volunteers from Goldman Sachs Japan participated in an art workshop. The theme of the workshop was "Our Country, Japan." Before starting the workshop, artwork painted by the children of Earth Home Croatia was presented to the group. The artwork represented the culture of Croatia. When the children of Shiseigakuen were told that the Croatian children had made the painting as a present, the children exclaimed in awe, "What is it?" "Wow!" and "Children made this painting?". Next, it was the Japanese children's turn to represent their culture through art. Although some children were overwhelmed by the biggest canvas they had ever seen and could not decide on what to draw, Mr. Hans led the group as team captain, helping the children draw a bright and colorful painting. The children used materials such as origami paper, washi paper, tree branches and leaves, and an assortment of colored pens and pencils. The massive blank canvas was transformed into a dynamic piece of artwork. With the energetic and joyful participation of the children, the workshop was a successful event. The artwork completed at the workshop will be sent to the children of Earth Home Croatia as a heartfelt present.