

“An Evening with Jane Goodall” Hong Kong’s first Eco-chic Fundraising Event For Charity

(Hong Kong, July 12, 2010) -- The Jane Goodall Institute Hong Kong (JGIHK) hosts its first ever full-scale fund-raising ball, “An Evening with Jane Goodall”, September 2, 2010 at the Grand Hyatt, Hong Kong. With an environmental theme to support the causes for which Dr. Jane Goodall has devoted her life to protecting, the fund-raising ball -- which will be attended by Dr. Goodall herself -- is aimed at raising funds and awareness for the Jane Goodall Institute Hong Kong programme Roots & Shoots.

In keeping with Dr. Goodall’s environmental education programmes, “An Evening with Jane Goodall” will also have environmental considerations. All decorations used at the event will be created from recycled or reusable material, while guests will be served a menu made from only locally sourced, organic, “happy” or sustainable ingredients. “An Evening with Jane Goodall” aims at being as carbon neutral as it can, and is finding alternative sources and suppliers to support their mission to executive an elegant environmentally conscious evening.

Every dollar raised at the September 2 event will be put directly back into the local community, through its community-centred and youth education programmes “Roots & Shoots”. Since it was established over a decade ago, JGIHK experienced it’s most dynamic growth period in 2009 after an unsolicited H\$1,000,000 private grant enabled them to expand programmes within Hong Kong.

Individual Private Tables can be purchased for HK\$38,000 per table of 10 while individual unassigned seats are priced at HK\$2,500 per head.

Tables and seats can be booked through Corinne Kassay on 9605-5554 or via e-mail on corinne@janegoodall.org.hk.

About the Jane Goodall Institute Hong Kong

Registered as a charity in Hong Kong since 1999, JGIHK operated as a predominantly volunteer organisation until August 2009 when the main programs were launched. Although JGI Global has a focus on chimpanzee and Great Ape conservation, here in Hong Kong and throughout Asia, the JGI focuses on youth education programs such as Roots & Shoots. Since August 2009, Roots & Shoots in Hong Kong has grown rapidly and has assisted over 1400 youths in community service projects.

About Roots & Shoots

Roots and Shoots is the JGIHK’s signature program in Hong Kong. Roots and Shoots programs are student lead and are meant to educate and emphasize respect for our communities, environment, and animal welfare. Examples of projects designed and implemented by students include disaster relief fundraising, promotion of fair trade products, beach cleanups, addressing homelessness, pet care and animal appreciation for young children.

- The growth of Roots and Shoots has skyrocketed in size from 36 students in August 2009 to over 1,500 students today who are implementing projects throughout Hong Kong.
- 3600 students have participated in Roots & Shoots activities or workshops conducted by the Jane Goodall Institute since Aug 2009.
- Roots & Shoots student groups have already raised over HK\$100,000 for local charities.

Objective for 2010/2011 - Translate programmes into Chinese for local school implementation, and make substantial inroads into being widely adopted by local schools.