



Reach Out To Asia 'sets charity auction record'



The auction in progress



Some of the celebrity guests at the charity gala dinner.

Staff Reporter

BILLED as the "highest sum ever bid at a charity auction", a total of \$11.25mn was raised at the second star-studded Reach Out To Asia (Rota) gala dinner held at the Ritz-Carlton Doha on Saturday.

The money raised, with several precious items getting auctioned, surpassed the \$10mn raised at the inaugural social event last year.

In the space of just an hour, seven exceptional lots ranging from the 2006 World Cup final football, specially designed jewellery and ceramics donated by celebrities, to a Maserati car, a classic Harley Davidson motorcycle and superbike, went under the hammer of London-based auction house Sotheby's.

Due to the generosity of some guests, some of the auctioned items were offered for a second round to drive up the funds, according to a press release issued by Kota.

The most expensive item to go under the hammer was a white gold vine jewellery set studded with diamonds which found a whopping \$3.2mn on a re-auction. It was first bought by Sheikh Abdulla al-Thani and then re-auctioned to Issa Abu Issa of Salam International.

Deemed as the "Italian luxury on wheels", the Maserati Quattroporte GT Sedan, along with a trip to Italy and a Ferrari package day out with the Ferrari Formula 1 Team fetched \$2.5mn on being auctioned twice.

The package was first bought by Sheikh Ahmed bin Hamad bin Rashid al-Makhtoum and re-auctioned to Sheikh Faisal bin Qassim al-Thani.

The much touted 2006 FIFA World Cup final football was bought by Sheikh Mohamed bin Hamad al-Thani for \$2.4mn for the Aspire Academy.

The classic Harley Davidson motorcycle, signed by veteran Hollywood actor Patrick Swayze, fetched \$800,000 from Sheikh Tamim bin Hamad bin Khalifa al-Thani while a dinner with renowned fashion designer Pierre Cardin at his Paris restaurant Maxims,

celebrity ceramics donated by the likes of Hollywood stars Nicole Kidman and George Clooney along with a Harry Winston jewellery piece donated by Al-Fardan Jewellery were sold at a total of \$450,000 to Qtel.

A VIP hospitality package of a trip to FIA European Drag Racing Championship and a Ducati 999R Superbike, signed by 2006 World Champion Troy Bayliss, went to Sheikh Fassim bin Hamad bin Khalifa al-Thani for \$300,000.

The gala dinner was held under the auspices of the Heir Apparent HH Sheikh Tamim bin Hamad bin Khalifa al-Thani, whose sister HE Sheikha Mayassa bin Hamad bin Khalifa al-Thani chairs the non-profit Reach Out To Asia initiative launched by the Qatar Foundation last year.

Akbar al-Baker, CEO of Qatar Airways, the strategic partner of the charity programme, in a speech at the dinner, commended the work of Reach Out To Asia, which has raised around \$20mn since its formation 12 months ago.

At the event Sheikha Mayassa said: "I am delighted that this year's event proved to be yet another success with more than \$11mn raised thanks to the generosity of guests digging deep into their pockets to raise the money for special projects across Asia."

Among the celebrity guests who attended the dinner were Australian-born singer Natalie Imbruglia, who performed three songs to round off the night, fashion icon Pierre Cardin, South Africa's Archbishop Desmond Tutu, legendary Tour De France cyclist Eddie Merckx, Italian Olympic Gold Medalist Gelindo Bordin, 2006 World Superbike Champion Troy Bayliss, supermodel Adriana Karembeu and her husband Christian, the former French national footballer, former England soccer managers Sven-Goran-Eriksson and Glenn Hoddle, and ex-French national coach Michel Hidalgo.

The red carpet leading to the gala dinner glittered every time a celebrity stepped on it as shutterbugs, invited from across the globe to cover the event, busily clicked away, capturing on their cameras the world-renowned personalities.



Qatar Tribune
Nation

Monday, November 6, 2006

PRAYER TIMING

Fajr: 4:23 am Dhuhr: 11:18 am
Asr: 2:28 pm Maghrib: 4:51 pm
Isha: 8:21 pm



When stars descended on Doha for a cause

ROTA auction fetches \$11.25 million



The Emir His Highness Sheikh Hamad bin Khalifa Al Thani arrives for the Reach Out to Asia gala dinner with his wife Her Highness Sheikha Mozah bint Nasser al Missned, and (top) The Heir Apparent Sheikh Tamim bin Hamad Al Thani with his wife Her Highness Jawahir bint Hamad bin Suhaim Al Thani at the Reach Out to Asia gala dinner organised at the Ritz Carlton in Doha on Saturday.

SAMIRAHK SHEKHAR

DOHA The football used in the FIFA World Cup Final in Berlin July last, a collection of world's finest jewelry, cars, bikes and memorabilia – a treasure trove of highly desirable artifacts and last but not the least the presence of who's who from across the world helped Reach Out To Asia (ROTA) – the ambitious program for charity raise a total of \$11.25 million at the 'gala dinner' cum auction held at hotel Ritz Carlton on Saturday.

The football alone helped ROTA raise a total of \$ 2.4 million on Saturday.

The evening saw the presence of the Emir His Highness Sheikh Hamad bin Khalifa Al Thani and Her Highness Sheikha Mozah bint Nasser al Missned. The Heir Apparent His Highness Sheikh Tamim bin Hamad Al Thani was also present. Besides a host of celebrities – film stars, social workers, businessmen among others – from across the world also attended the event. The long list of celebrities who attended includes Australian singer

Natalie Imbruglia, fashion icon Pierre Cardin, Archbishop Desmond Tutu, cyclist Eddie Merckx, supermodel Adriana Karenbeu, England soccer coaches Sven Goran Eriksson World Superbike champion Troy Baylis a number of stars from the Lebanese movie world. The guest-list also included names like CNN anchor Richard Quest and the President of Hinduja Group of Companies Gopichand Hinduja.

The first to be auctioned was a ceramic piece and a Harry Winston watch, which was sold at \$450,000. The second was a necklace which was sold at \$1.6million. The third item to go under the hammer was the legendary Harley Davidson Bike and it fetched \$800,000. The next item was a Ferrari Car which was sold for \$2.5mn. The fifth item was a Super bike Ducati 999R Xerox which went for \$200,000. The sixth item was a diamond set bedecked with white gold, which was sold at \$3.20mn. The last item was a football used in the 2006 World Cup final match and was sold for \$2.4mn.

The guests were more than elated

Qatar. The show was even better than the last year. If I am invited the next year, I will be glad to be here," CNN anchor Richard Quest told the *Qatar Tribune*.

Qatar airways CEO Akbar al Baker in his welcome address said that the gala dinner brought together guests from all walks of life to celebrate the first anniversary of the official launch of Reach Out To Asia. Baker said this exceptional charity initiative has grown from strength to strength since its inception and has seen millions of dollars raised for worthy causes across the Asian continent. Within 12 months, more than \$2bn have been raised for worthy causes – last year's gala dinner and auction alone raised \$10m, said Baker.

The legendary Fashion legend Pierre Cardin who was present on the occasion came out elated out of the auction hall. "It's great to see a country like Qatar make such efforts to attract funds. I think such initiatives might not have been that successful in European countries. The fact there is a lot of money in the Arab world has made the auction as

when they came out of the hall. "It was a perfect evening hosted by

successful as it is" Cardin told the *Qatar Tribune*.

The President of Hinduja Group of Companies Gopichand Hinduja said that there are plans to provide a greater emphasis on education from the ROTA funds. As a part of the board member of ROTA I have been making a number of suggestions. I have suggested that a good amount of money be directed to Indian NGOs that work in the education sector in India. I expect a positive response," Hinduja told the *Qatar Tribune*.

Lebanese actress Carmen Lebbos who was one of the star attractions on the occasion said that such events give her an opportunity to work for humanitarian causes. "It nice to be a part of such an initiative," she told the media men.

South Africa's Archbishop and social reformer Desmond Tutu who addressed the gathering said he was delighted to support Reach Out to Asia's work for quality education for the children of the whole Asian region.

Quote Unquote

- It was a perfect evening hosted by Qatar. The show was even better than last year. If I am invited next year, I will be glad to be here
- **CNN anchor Richard Quest**
- As a part of the board member of ROTA I have been making a number of suggestions. I have suggested that a good amount of money be directed to Indian NGOs that work in the education sector in India. I expect a positive results soon.
- **President, Hinduja Group of Companies, Gopichand Hinduja.**
- This exceptional charity initiative has grown from strength to strength since its inception and has seen millions of dollars raised for worthy causes across the Asian continent.
- **Qatar Airways CEO Akbar al Baker**
- It's great to see a country like Qatar make such efforts to attract funds. I think such initiatives might not have been that successful in European countries. The fact that there is a lot of money in the Arab world which has made the auction successful.
- **Fashion Designer Pierre Cardin**



Lebanese singer Najwa Karam talking to a reporter after a rehearsal in Doha for a performance to be held at tonight's charity gala at the Ritz-Carlton.

Stars gather for Doha charity event

Staff Reporter

CELEBRITY guests from across the global social spectrum are to attend the Second Reach Out To Asia charity gala dinner to be held at the Ritz-Carlton Doha this evening.

A major attraction of the star-studded event will be the performance of Australian-born singer and actress Natalie Imbruglia, who has sold more than 7.5mn albums worldwide.

Being held under the auspices of HH the Heir Apparent Sheikh Tamim bin Hamad al-Thani, the proceeds of the gala from ticket sales and auction of specially-donated items on the night will go towards the underprivileged and disadvantaged across Asia.

HE Sheikha Mayassa bint Hamad al-Thani chairs the non-profit initiative Reach Out To Asia.

Last year's inaugural gala dinner in aid of the charity was attended by guests from across the world.

According to an official spokesperson, this year's red carpet event promises to be even better.

Jointly founded in 2005 by Qatar Airways, Qatar Foundation and the Doha Asian Games Organising Committee, Reach Out To Asia has raised millions of dollars for worthy causes across Asia, including the Middle East.

This year is extra special for Reach Out To Asia because the international spotlight, in particular from Asia, will be firmly on Qatar as the country hosts the 15th Asian Games from December 1 to 15.

Tonight's gala dinner features an auction

of a cache of the world's finest jewellery, cars, bikes and memorabilia.

Among the unique items that will be auctioned at the event are, one-of-a-kind, collectible Maserati Quattroporte Executive GT and a luxury trip to Maserati's headquarters in Italy and the FIFA 2006 World Cup Final football. The football has been insured for a staggering \$1mn.

Also being auctioned off at the event is a catalogue of exciting and exclusive lots from prestigious global brands such as Boucheron, Ferrari, Harley Davidson and Ducatti.

A range of collectible hand-designed plates, mugs and saucers created by celebrity names will be also auctioned at the dinner.

Among the celebrities are fashion icon Pierre Cardin, South Africa's archbishop Desmond Tutu, legendary Tour de France cyclist Eddie Merckx, Italian Olympic gold medallist Gelindo Bordin, 2006 World Superbike champion Troy Bayliss, supermodel Adriana Karembeu and her husband Christian, the former French national football player.

Along with the former stars of European football, Fabrizio Ravanelli, Gabriel Batistuta, Ronald de Boer and Jay Jay Okacha, they will join guests for what promises to be an evening to remember.

Former England soccer managers Sven-Goran Eriksson and Glenn Hoddle, together with ex-French national coach Michel Hidalgo will also grace the red carpet event.

CNN's news and business anchor Richard Quest is to emcee the charity gala at the Ritz-Carlton Doha.

2nd November 2006

Charity Auction: Reach out to Asia

Nov. 2nd, 2006 at 6:51 AM

"Peace By Any Means" Plate by George Clooney



Celebrity-designed items up for auction at charity event

Published: Thursday, 2 November, 2006, 11:20 AM Doha Time

AN EXCLUSIVE range of collectible hand designed plates, mugs and saucers created by celebrity names will be auctioned at Reach Out To Asia's (Rota) star-studded gala dinner at the Ritz-Carlton on November 4. South Africa's Archbishop Desmond Tutu, James Bond actor and Unicef goodwill ambassador Sir Roger Moore, Oscar winning actor, producer and director George Clooney, British entrepreneur Sir Richard Branson, Oscar winning actress Nicole Kidman, designer and head of the DKNY fashion empire Donna Karan, and one of the world's most popular rock bands, Coldplay, have all contributed pieces for the auction.

"Successful bidders will take home the individual pieces and acquire the artist's original artwork," a Rota release yesterday said.

The plates donated by Charlotte di Vita MBE, goodwill ambassador for the Nelson Mandela Children's Fund, are produced by 21st Century Leaders – a unique charity project that gathers artworks from leaders in all fields. These include royalty, Nobel peace laureates, and top names in film, music, sports and literature.

The artworks are used to create products such as wristbands, clothing, tableware, ethical cosmetics and stationery, all released under the Whatever It Takes charity campaign label. This 'merchandise with a meaning' is manufactured under fair working conditions and is sold to raise funds for charitable causes chosen by each contributing leader, with 100% of the net profits donated to charity.

The organisation adopts a 'no holds barred' attitude in respect of the artwork, preferring to fly in the face of controversy even when presented with a somewhat less than 'politically correct' item. Hence their project name – Whatever It Takes.

Celebrities choose the message they would like to convey and prepare the artwork themselves.

To donate to the Reach Out To Asia fund-raising drive, pledges can be made to the following bank account: QNB Account: Reach Out To Asia, Account Number: 0035-004919-001. ([Gulf-Times](#))