



Serena & Venus Williams Press Book





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THE WORLD OF CELEBRITY GIVING

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## Charitable Celebrities To Receive 21st Century Leaders Awards



[Josh Hartnett](#)

October 23, 2009

**Celebrities will be out in abundance in Doha, Qatar, next week for the Whatever It Takes Experience presented by 21st Century Leaders and Whatever It Takes.**

### Celebrities

[Alan Rickman](#), [Anielica Huston](#), [Benicio del Toro](#), [Charlize Theron](#), [Christian Slater](#), [Courteney Cox](#), [Daniel Craig](#), [Danny Boyle](#), [David Arquette](#), [Ewan McGregor](#), [George Clooney](#), [Gillian Anderson](#), [Harvey Keitel](#), [Hilary Duff](#), [Ian McKellen](#), [John Travolta](#), [Joseph Fiennes](#), [Josh Hartnett](#), [Laurence Fishburne](#), [Liam Neeson](#), [Lucy Liu](#), [Michael Caine](#), [Mickey Rourke](#), [Minnie Driver](#), [Morgan Freeman](#), [Nelson Mandela](#), [Nicole Kidman](#), [Patrick Stewart](#), [Penelope Cruz](#), [Pierce Brosnan](#), [Roger Moore](#), [Samuel L. Jackson](#), [Serena Williams](#), [Stella McCartney](#), [Susan Sarandon](#), [Toni Collette](#), [Tony Blair](#), [Venus Williams](#), [Whoopi Goldberg](#)

### Charities

As well as a private art experience and gala dinner, several stars will be honored with 21st Century Leaders Awards at this massive charity event.

The Doha 21st Century Leaders' Awards are granted to individuals who, whilst being leaders in their own fields, have also made a serious commitment and significant impact on their chosen cause.

The award is given to individuals who have used their influence to raise awareness, their celebrated status to raise funds, and the respect and notoriety which they have gained from successes in their chosen profession, to make positive policy changes to progress either environmental or humanitarian concerns.

Friday, October 30, will see Sir Ben Kingsley CBE, [Venus](#) and [Serena Williams](#), [Josh Hartnett](#), [Danny Boyle](#) and Christian Colson honored for their outstanding charity and humanitarian work. A surprise guest will open the event, and an art exhibition will also take place featuring original artworks by [George Clooney](#), [Stella McCartney](#), [Sir Roger Moore](#) KBE, [Sir Michael Caine](#) CBE, and Lady Shakira Caine, [Sir Ian McKellen](#), [Samuel L. Jackson](#), [Nicole Kidman](#), [Ewan McGregor](#), [Laurence Fishburne](#), [John Travolta](#), [Pierce Brosnan](#) OBE, [Morgan Freeman](#), [Charlize Theron](#), [Minnie Driver](#), [Lucy Liu](#), [Susan Sarandon](#), [Courteney Cox](#) & [David Arquette](#), [Whoopi Goldberg](#), [Penelope Cruz](#), [Benicio del Toro](#), [Joseph Fiennes](#), [Anielica Huston](#), [Christian Slater](#), [Harvey Keitel](#), [Alan Rickman](#), [Liam Neeson](#), [Gillian Anderson](#), [Hilary Duff](#), [Adrien Brody](#), [Mickey Rourke](#), [Robin Wright Penn](#), [Patrick Stewart](#), [Lauren Bacall](#), [Stephanie Powers](#), [Toni Collette](#), [Daniel Craig](#) and many more.

An active supporter and patron of charities such as the [Prince's Trust](#), [Teenage Cancer Trust](#) and [First Star](#), English actor Sir Ben Kingsley CBE is very much devoted to helping disadvantaged young people and children. In 2008, Kingsley was awarded the "Cinema for Peace Honorary Award", for the portrayal of the humanitarian role-models [Simon Wiesenthal](#), [Itzhak Stern](#) and [Gandhi](#).

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### Top celebrities and charities

[Amnesty International](#) [Angelina Jolie](#) [Annie Lennox](#) [Barack Obama](#) [Bill Clinton](#) [Bono](#) [Brad Pitt](#) [Comic Relief](#) [Ellen DeGeneres](#) [Elton John](#) [George Clooney](#) [Heifer International](#) [Madonna](#) [Make Poverty History](#) [Make-A-Wish Foundation](#) [Matt Damon](#) [ONE Campaign](#) [Oxfam](#) [PETA](#) [Paul McCartney](#) [Prince's Trust](#) [Red Cross](#) [Save the Children](#) [Scarlett Johansson](#) [Sheryl Crow](#) [St. Jude Children's Research Hospital](#) [The Art of Elysium](#) [U2](#)  
**UNICEF**

In April 2009, following the success of *Slumdog Millionaire*, filmmakers [Danny Boyle](#) and [Christian Colson](#) announced a commitment of £500,000 to [Plan](#), an international children's development organization. The money will be spent on a five-year program focusing on education and sanitation, designed to improve the lives of children in Mumbai's slum communities. In consultation with Plan, the filmmakers have also founded the [Jai Ho Trust](#), an independent trust which aims to ensure that [Rubina Ali](#) (who played the youngest [Latika](#) in the film) and [Azharuddin Mohammed Ismail](#) (youngest [Salim](#)) receive an education, housing and social support. The trust will also hold a sum of money for the two children until they reach adulthood.

American actor and film producer [Josh Hartnett](#) supports a number of worthy causes and has backed [Global Cool](#), a charity focused on climate change since its inception. Launching with a reception at No. 10 Downing Street in London in 2007, [Josh Hartnett](#) met with former Prime Minister [Tony Blair](#) on behalf of the group and has since taken the message of greenhouse gas reduction far and wide, to let people know that they really can make a difference to the environmental health of our planet.

Professional women's tennis players whom have won a combined 12 Grand Slam titles. The [Williams sisters](#) have demonstrated an immense amount of charitable work off the court. The "Williams Sister's Tour" set out to raise money for the [Ronald McDonald House Charities](#) which provides housing for families of seriously ill children. In addition, [Serena](#) started The [Serena Williams Foundation](#) which focuses on education, and helping underprivileged children in Africa who cannot afford to go school or college to do so.

[WhateverItTakes.org](#) is a unique charity artwork project which inspires hope by gathering artworks from leaders in all fields; royalty, film, music, Nobel Peace Prize laureates, sports, literature etc. The artworks are used to ethically produce [Whatever It Takes](#) products which are then sold to raise funds for charitable causes chosen by each contributing leader. 21st Century Leaders Foundation's mission is to assist and encourage a generation of influencers – royalty, Nobel peace prize laureates and well-known leaders in the fields of film, music, fashion, art and literature – to raise awareness and funds for international development causes, thereby leading the way in promoting positive environmental sustainable development. 21st Century Leaders was founded in May 2003 when [Charlotte di Vita](#) was made a Goodwill Ambassador to the [Nelson Mandela Children's Fund](#). 21st Century Leaders was also the 10th Anniversary celebration of Trade plus Aid, the foundation for which [Charlotte](#) had received an MBE from Her Majesty Queen Elizabeth II.

To find out more about this event – to be held at the Grand Hyatt Hotel in Doha on October 30/31 – click [here](#) ☐.

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26<sup>th</sup> October 2009



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## NEWS

**Monday, October 26, 2009**

### Reflection

Hey Guys,

How are you? I hope that all is well with you. I am doing well... I have some excellent news that I would like to share with you all. I am sure that you know but I would like to inform you. But, before I address my wonderful news, you all must know that along with the support of my family & friends, my fans mean the world to me. The support you all provide is beyond words. I am very thankful.


I am honored to be selected for The Doha 21st Century Leaders' Award for my humanitarian work outside of tennis. I feel so honored that I can not find the words to express my gratitude. During a time when many people feel there are not many options or weighed down by the state of the economy, I am being honored for my hard work. I am not only a tennis player nor celebrity, I am human & for that reason I understand this thing called life. I have been very fortunate in life which is why I opened a school in Africa. The school is named after me, Serena Williams Secondary School. I am also pleased to inform you all that I will open another school next year.

The key to success in life is education. No matter, what you do in life there will always be education. Education guides everything that we as people do in life. Yes, I am a tennis player on court but off court I have to continue to study the game. Off court, I do not only study nor simply practice; I open my mind & heart in order to educate myself. I thank you all for your continued support. Remember; never give up on your dreams because you never know whom you will inspire. I aspire to continue to give back & reflect a wonderful person. There is a difference between Reflection & Image.

Xxxx,

S

P.S. Check out [facebook.com/whateverittakesexperience](https://www.facebook.com/whateverittakesexperience)

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**Comment by : lydia D**  
**Monday, October 26, 2009**

Congratulations, Serena. I am very happy that you are being honored for you work away from the tennis court. Continue to give of yourself, and continue to pursue the things in life that make you happy. I am very proud of you. Good luck tomorrow. God bless.

**Comment by : Danielle Williams**  
**Monday, October 26, 2009**

Congratulations, Serena I am very happy to hear that you are doing well I hope you keep up the good work. God Bless You



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# The Peninsula

Local Focus, Global Vision

BIDDING NATION QATAR  
Volume 18 • Number 389  
Saturday • 21 October 2009  
D-Reg Road P.O. Box 3488

### Business 21

#### Stimulus saved 1m US jobs

US officials said yesterday that President Barack Obama's stimulus plan has saved more than a million jobs, as they battle a record-high unemployment crisis.

### Sport 29

#### Kajovic, Wozniacki in semis

Caroline Wozniacki, Jelena Jankovic and Venus Williams secured semi-final spots at the Sony Ericsson Championships in Doha yesterday.

### FREE

#### BRITISH COUNCIL and QR 10 enter BRIT 100 TOP 100

BRIT 100 is the UK's leading business award for international companies. The award is presented to the top 100 international companies in the UK.

## Full foreign ownership in 3 sectors

Investment norms to ease in others

DOHA: Qatar has fully opened three sectors to foreign investors. An amendment to the investment law for non-Qatari to the Council of Ministers on Wednesday allows foreign investors to hold 100 percent stake in construction, education and technology sectors and discharge the respective investors from the need to enter the foreign investment register. The amendment also allows the holding and investment companies to be established in the free zones of the country. The amendment also allows the holding and investment companies to be established in the free zones of the country. The amendment also allows the holding and investment companies to be established in the free zones of the country.



Victims at the Museum of Art during the 'Friday Day' of the Doha Tennis Film Festival have pictures of Tins, the robot, as it was used to play tennis.

## Filmmaker sees bright future in Qatar

BY RANMAD RIVERA

DOHA: With the new trend of Qatar's filmmakers embracing the local market, the industry is expected to see a bright future in the coming years. The local market is expected to be a major driver for the industry, as filmmakers are encouraged to produce content that resonates with the local audience. The industry is expected to see a bright future in the coming years.

### Kingsley looks to film deals in Doha

BY RAYNE KAWAN

DOHA: Actor-producer Ben Kingsley's film company, BEK Pictures, is set to produce a number of films in Qatar. The company is set to produce a number of films in Qatar.

## Language-friendly Internet

GLOBAL INTERNET USAGE: Millions of users. % of Population of users by Jan 2009



Table with 3 columns: Country, Millions of users, % of Population of users. Includes data for USA, China, India, etc.

## 21st Century Leaders honoured

BY JOYCE C ABAÑO

DOHA: The individuals were recognized yesterday for their humanitarian and environmental efforts. The award ceremony was held at the Grand Hyatt Hotel in Doha. The individuals were recognized yesterday for their humanitarian and environmental efforts.

## Second wave of swine flu begins in Saudi Arabia

RIYADH: A second wave of swine flu has begun in Saudi Arabia, the health ministry said yesterday. The ministry has reported a rise in the number of cases in the kingdom, as it has seen in other countries of the northern hemisphere, which has led to the arrival of the virus from the north. The ministry has reported a rise in the number of cases in the kingdom, as it has seen in other countries of the northern hemisphere, which has led to the arrival of the virus from the north.

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Celebrities Ben Kingsley and Josh Hartnett, filmmakers Danny Boyle and Christian Colson, professional tennis players Serena and Venus Williams, opera soprano Monica Yunus, Qataris Eman Ahmed Al Obaidli and Sara

Mohammed Al Shamlan, and Palestinian Helen Shehadeh were the recipients of the 21st Century Leaders Awards.

Hartnett said his award spoke of what he can do for the future. Hartnett supports a number of worthy causes and has backed Global Cool, a charity focused on climate change, since its inception.

The 21st Century Leaders Foundation was started in 2003 by Charlotte di Vita MBE and leverages the influence of well-known figures of popular culture

to promote and encourage positive change related to humanitarian and environmental issues facing the world today.

The Doha 21st Century Leaders event was launched on October 28 with various programmes hosted by the Grand Hyatt.

An auction, which raised more than a million dollars, followed the awards ceremony. The highest bid of \$500,000 was for a painting by Sacha Jafri titled "Beckham - A Celebration".

THE PENINSULA

# The Peninsula

Qatar's Leading English Daily

## 21st Century Leaders honoured

Web posted at: 10/31/2009 1:42:28

Source ::: The Peninsula/ By Joyce C Abaño

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THE PENINSULA



# Doha gala

**The 21<sup>st</sup> Century Leaders Awards gala dinner and auction in Doha raised \$1.26mn**

**By Peter Townson**  
Staff Reporter

Some 800 guests at the Doha 21<sup>st</sup> Century Leaders Awards gala dinner took part in an auction which raised over \$1.26mn yesterday evening, with the proceeds set to be donated to various charitable programmes chosen by the celebrities involved.

The highest price paid for a lot was \$500,000 for Sacha Jafri's painting Beckham - A Celebration. Jafri sold another two paintings for \$225,000 and \$275,000.

The evening began with guests walking down the red carpet into a room featuring an art exhibition of works by a number of international and locally-based artists.

Award winner Josh Hartnett was the last to enter the ballroom, when he joined Sir Ben Kingsley and other guests and officials.

Organiser, Charlotte di Vita MBE welcomed the guests before handing



Hollywood star Josh Hartnett, left, and opera singer Monica Yunus at the event yesterday.

out the awards to the recognised celebrities.

First to be recognised was Sir Ben Kingsley who received the "outstanding humanitarian" award. Sir Kingsley said the award had left him feeling "truly humbled".

"I cannot really claim to be a humanitarian," he said, "but some of my best friends are."

He noted the work of Richard Attenborough and Steven Spielberg, and claimed that they were the driving force behind any humanitarian efforts he had pursued.

"I acknowledge my friends who led me towards this award, and my beloved wife who watches me every step of the way and is my guardian angel," he added.

The next award, for "outstanding leadership" was bestowed upon Venus and Serena Williams who, because of playing commitments in Doha, were unable to attend the gala dinner. However, they both sent video messages, expressing their gratitude, with Venus saying she would love to be able to attend the next dinner.

Next to be recognised was Josh Hartnett who received the "outstanding environmentalist" award for his work with "Global Cool" and his efforts to educate people about climate change.

"Outstanding Humanitarian" Danny Boyle and Christian Colson, who recently committed \$500,000 to international children's development organisation, Plan, were the next award winners.

Unfortunately, the two film-makers were recently called to India because of complications with one of the children they are supporting and had to cancel their trip to Doha, but they also sent a video message of thanks.

Opera singer Monica Yunus was awarded an "outstanding humanitar-



Sir Ben Kingsley officially opening the Whatever It Takes Experience exhibition at the Grand Hyatt hotel yesterday. After looking round the exhibition, he described himself as "quite pleased" with his personal artwork which is on display as part of the "experience". **PICTURE:** Jayaram

ian" award for the work of her foundation, Sing For Hope. Whilst receiving her award, the soprano said: "I needed a way to give something back through what I know best, which is my art, and I found that other artists felt the same way."

She said: "Art is not a luxury, it is necessary to human existence."

Awards were also presented to "unsung heroes" from Qatar and the region, recognising the efforts of individuals who have made significant contributions in various humanitarian fields.

Qataris Eman Obaidly and her son Ghanem, and Sara Mohamed al-Shamian were recognised for their efforts

in raising awareness of children living with disabilities and in poverty respectively. Blind Palestinian teacher Helena Shehadeh was rewarded for her work.

And then the auction took place, offering a significant contribution towards the charitable efforts of the celebrities involved with the 21<sup>st</sup> Century Leaders.



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## 21st Century Leaders honoured

SOURCE: **Qatar English Daily** Doha : Qatar | about 18 hours ago

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**Doha 21st Century Leaders Awards night**  
Posted 1 month ago by [annieicious14](#) Category: [General](#)  
Credit: <http://www.looktothestars.org/news/3297-charitable-c>

“ Celebrities will be out in abundance in Doha, Qatar, next week for the Whatever It Takes Experience presented by 21st Century Leaders and Whatever It Takes. As well as a private art experience and gala dinner, several stars will be honored with 21st Century Leaders Awards at this massive charity event.

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### Josh Hartnett receives 21st Century Leaders A...

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Credit: <http://www.qatar-tribune.com/data/20091031/content.a>

“ Hollywood stars Sir Ben Kingsley and [Josh Hartnett](#) and top-notch tennis players Serena and [Venus Williams](#) were among the celebrities who were honoured with the 21st Century Leaders Award for their humanitarian works and support to various causes, at the first Doha 21st Century Leaders Awards held at the Grand Hyatt Doha, on Friday.

The award, themed 'Draw Your Own Time', was specially designed by esteemed artist and sculptor Lorenzo Quinn.

'Beckham: A Celebration', which is a painting, fetched the highest bid of \$500,000 as more than one million dollars were raised through auction during the award ceremony.

Over 800 high profile international and local guests attended the star-studded evening which started with a grand Red Carpet Walk and concluded with an exciting auction of unique lots such as a trip to Mozambique with American actress Mimi Driver and dinner at New York with the Hollywood actor [Josh Hartnett](#)...

Related Links: [Josh Hartnett](#), [Serena Williams](#), [Venus Williams](#)



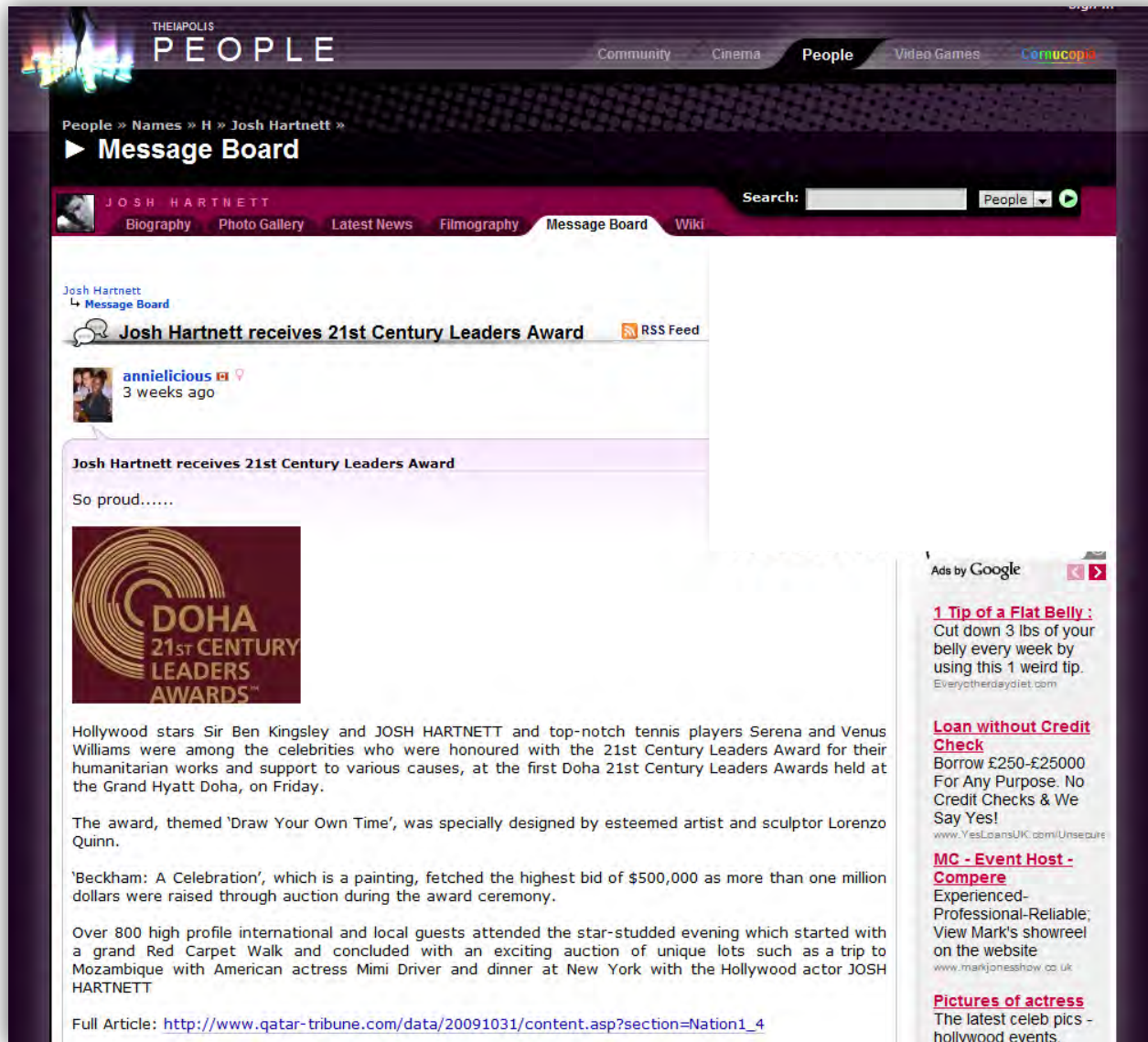
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**Josh Hartnett receives 21st Century Leaders Award**

**annielicious**    
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**Josh Hartnett receives 21st Century Leaders Award**

So proud.....



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Full Article: [http://www.qatar-tribune.com/data/20091031/content.asp?section=Nation1\\_4](http://www.qatar-tribune.com/data/20091031/content.asp?section=Nation1_4)

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14<sup>th</sup> November 2009



## DOHA HONOURS HOLLYWOOD'S HUMANITARIAN STARS

**D**oha not only played host to some of the world's top film stars and film makers for the Doha Tribeca Film Festival recently, but also welcomed and honoured global leaders of film, music and sport, including Hollywood heart-throb Josh Hartnett, British actor Sir Ben Kingsley and opera singer Monica Yunus, at the very first Doha 21st Century Leaders Awards.

The 21st Century Leaders Foundation was set up in 2003 to honour those famous faces who have used their influence, celebrity status and respected positions to raise awareness and act positively to help the environment and benefit humanitarian concerns.

Josh Hartnett was awarded with Outstanding Environmentalist for his work with charity Global Cool and for his continuing efforts to educate people about climate change. Along with fellow actor Sir Ben Kingsley, who was awarded Outstanding Humanitarian, Josh aims to help raise the awareness of humanitarian issues through what he does best – acting. *The Black Hawk Down* actor explained: "I think I am most articulate when I am on film". He continued: "I believe that education is the key to all of our futures... This award is more for what I can do in the future... It is a 21st Century Award after all and I have still have 91 years and two months to make a difference."

Sir Ben Kingsley also humbly accepted his award and, although he believes in the power of his roles in movies such as *Gandhi* and *Schindler's List* and actively helps disadvantaged young people and children through charities including The Prince's Trust, he explained: "I can't really claim to be a humanitarian but I can say that some of my best friends are humanitarians. And

one of them taught me a great deal – Lord Richard Attenborough. He is a genuine humanitarian."

Opera singer Monica Yunus, daughter of Nobel Peace Prize winner Muhammad Yunus, was also given an award for Outstanding Humanitarian for her work with charity Sing For Hope. Speaking exclusively to HELLO! about her charity which, in unison with the 21st Century Leaders, encourages people to leverage their talents to benefit others, Monica said: "It is not about creating a generation of opera singers, but it is about empowering them to use their creative voices for change. We would love to be in Qatar and do some workshops and work on an exchange of music cultures. That is a goal of mine."

Also receiving awards were *Shamdog* Millionaire director and producer duo Danny Boyle and Christian Colson, and tennis stars Serena and Venus Williams; both couples could not attend the awards but sent video messages.

The evening opened with a speech by artist of the moment Sacha Jafri, who also donated three paintings for the auction. His painting entitled 'Beckham – a celebration', which incorporates David Beckham's footprint and signature, as well as handprints and signatures from some of the world's top footballers, was the top lot at auction fetching \$500,000. The auction raised a total of \$1.26million and all proceeds will be given to the charities chosen by the honoured celebrities themselves.

Founder of the 21st Century Leaders and goodwill ambassador for the Nelson Mandela Children's Fund, Charlotte de Vita MBE, set up the foundation to continue Mandela's legacy



Top left and centre: Amongst the honourees at the 21st Century Leaders Awards was Sir Ben Kingsley, accompanied by his wife, and fellow actor Josh Hartnett. Top right: Charlotte de Vita MBE founder of the 21st Century Leaders and artist Sacha Jafri. Above: Opera singer Monica Yunus, wearing a stunning purple Georges Chakra gown was also awarded Outstanding Humanitarian

after working in refugee camps and in Afghanistan. She told HELLO!: "When you look at the huge difference someone like Bob Geldof has made or George Clooney is making with Darfur... This is what we need to do. We need to turn these celebrities into leaders."

"Qatar is very, very clearly the place where they are taking their younger generation and training them. What Sheikha Mozah is doing is extraordinary. It is all about capacity building, young people, education, and leadership. She is such an amazing woman. So we decided let's go to where the leadership is supporting this kind of venture."

WORDS BY SOPHIE JONES-COOPER  
PHOTOGRAPHS BY VIKRAM GAUWDE

# Look at Me

17<sup>th</sup> November 2009



Ms. Charlotte di Vita  
今次盛事，並獲提供資料，謝謝！

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### Josh Hartnett Outstanding Environmentalist

Josh Hartnett has been interested educating others about how we can do our part for the environment and, in how we can help others that are less fortunate for as long as he can remember. Raised in St. Paul Minnesota, Josh was a strong supporter of the late Minnesota Senator Paul Wellstone who was a



**Serena & Venus Williams  
Outstanding Leadership**  
Professional women's tennis players who have won a combine Slam titles. The Williams sisters demonstrated an immense charitable work off the court. "Williams Sister's Tour" set up money for the Ronald McDonald charity which provides housing for families of seriously ill children. In addition, Serena started The Williams Foundation which provides education, and helping underprivileged children in Africa who can't



DANNY BOYLE

### Danny Boyle & Christian Colson Outstanding Humanitarian

In April 2009, following the success of *Slum dog Millionaire*, filmmakers Danny Boyle and Christian Colson announced a commitment of £500,000 to Plan, an international children's development organisation. The money will be spent on a five-year programme focusing on education and sanitation, designed to improve the lives of children in Mumbai's slum communities. In consultation with Plan, the filmmakers have also founded the Jai Ho Trust, an independent trust which aims to ensure that Rubina Ali (who played the youngest Latika in the film) and Azharuddin Mohammed Ismail (youngest Salim) receive an education, housing and social support. The trust will also hold a sum of money for the two children until they reach adulthood.



CHRISTIAN COLSON

### Monica Yunus Outstanding Humanitarian

A graduate of the Juilliard School, Metropolitan Opera Soprano and Founder of Sing for Hope, Monica Yunus has performed extensively all over the world in concert, recital, and on the operatic stage. Her organization SFH mobilizes more than 600 professional artists—from classical musicians to photographers to Broadway performers—in volunteer service programs that benefit communities in need. Considered an artist peace core, the organization's three core programs are: Performance Arts - Educational outreach for underserved children, Healing Arts - In-hospital performances and workshops that complement the healing process, Gala Arts - Benefit concerts that raise awareness and funds for humanitarian causes. For her contributions to the field of arts activism, Ms. Yunus is honored to have performed at The United Nations and the Fortune Most Powerful Women Summit.



"Look at Me" Web Press (10th issue) P. 6

## 21stCENTURY LEADERS AWARDS TROPHY

*"Draw your Own Time. Time is a simple human perception which we need in order to explain our passing. Those who are not prisoners of time usually find time to live longer. The best beholders of time are those who are able to donate their time to the less fortunate and in turn provoke a timeless action of goodwill and hope. These ideals are captured in the 21st Century Leader Awards."*

-Lorenzo Quinn

*"It's time for new hands to lift the burdens"*  
Nelson Mandela



The Doha 21st Century Leaders' Awards are granted to individuals who, whilst being leaders in their own fields, have also made a serious commitment and significant impact on their chosen cause.

The award is given to individuals who have used their influence to raise awareness, their celebrated status to raise funds, and the respect and notoriety which they have gained from successes in their chosen profession, to make positive policy changes to progress either environmental or humanitarian Nobel peace prize laureates and well-known leaders in the fields of film, music, fashion, art and literature—to raise awareness and funds for international development causes, thereby leading the way in promoting positive environmental sustainable development.

21stCentury Leaders was founded in May 2003 when Charlotte di Vita was made a Goodwill Ambassador to the Nelson Mandela's Children's Fund. 21st Century Leaders was also the 10th Anniversary celebration of Trade plus Aid, the foundation for which Charlotte had received an MBE from Her Majesty Queen Elizabeth II.



Ms. Charlotte di Vita





# Making a difference

WORDS HELEN ASSAF PHOTOGRAPHY © GUY AULI DE VESALLES, CHRISTIAN AULET, PATRICK TOURNEBISSE

Doha was buzzing with international energy this October as it played host to the 21st Century Leaders awards ceremony, art exhibition and fundraising auction. The event, which marked a world first for the capital, brought together global stars and local heroes all working to bring about positive social change. Supported by Qatar's Friends of the Environment Center and held in partnership with Qatar charity, 21st Century Leaders attracted the presence of celebrities such as Sir Ben Kingsley, Josh Hartnett, opera singer Monica Yunus and film-makers Danny Boyle and Christian Colson (of *Slumdog Millionaire*). These luminaries of culture were all honoured for their commitment to a range of humanitarian causes such as talented New York Metropolitan Opera soprano Monica Yunus, daughter of Nobel Peace Prize winner Muhammad Yunus, who founded a non-profit organisation entitled Sing for Hope. Her work mobilises more than 600 professional artists in volunteer service programmes around the world to benefit communities in need. Her noble effort is one example of how celebrities are working in diverse ways to help those less fortunate. Likewise a number of innovators and unsung heroes from the region were recognised for their significant efforts in pioneering change through humanitarian efforts and environmental projects worldwide. Also lending support to the 21st Century Awards were renowned international artists Sacha Jafri, Lorenzo Quinn and Gayle Mandle Wells alongside Qatar artists Yousef Ahmed, Amal Al Atemand Boo Beaumont. The art exhibition included 28 pieces by Jafri considered his best work from his first six collections. Among his many accolades, Jafri holds the title of being the youngest living artist to complete a 10-year retrospective. It is thanks to the persistence of Charlotte Di Vita, a passionate innovator in the philanthropic field, that the project became a reality. Initially, she had written

25,000 letters requesting support and involvement from a range of celebrities, but the responses were slow to come in. It was not until a chance meeting with Samuel L Jackson that she recruited her first supporter. She now has a VIP roster of 600 celebrity ambassadors including George Clooney, Nicole Kidman, Robbie Williams, Coldplay, Heidi Klum, Narciso Rodriguez, Martina Navratilova, Desmond Tutu...and the list goes on. And in the process, Di Vita has created a global brand. Each ambassador is asked to create and sign a symbol of hope, a self-portrait and a message of hope for the future. These artworks are then used to create 'Whatever It Takes' merchandise. All the products are ethically produced and sold to raise funds for charitable causes. Through 21st Century Leaders, more and more celebrities are given the opportunity to use their fame to represent and contribute to important global development initiatives such as poverty alleviation, environmental conservation and the protection of children. From mugs to wristbands, bags to footwear, 21st Century Leaders offers something special to the world - merchandise with meaning. Not only does the production of the 'Whatever It Takes' merchandise benefit communities around the world, but the profits also filter into a range of charities and humanitarian organisations. Whether it is through the active social work or supporting initiatives such as the 21st Century Leaders foundation, the resounding call is to take whatever action possible to assist poor and neglected communities around the world. The 21st Century Awards inspires both celebrities and local citizens to become social activists and humanitarians. In the words of Charlotte Di Vita: "We hope that the Doha 21st Century Leaders platform can continue to support and facilitate local and international artists to come together. This will allow for much inspiration, empowerment and education at all levels of society for the benefit of all".

For more information or to purchase 'Whatever It Takes' merchandise, check the official site at [www.whatevritakes.org](http://www.whatevritakes.org)

