

The biggest online charitable world record is on!

16th June will mark the start of The biggest world internet charitable record called One Name One Child. The record aims to join in 149, 771, 000 people from all around the world who will have their names displayed and registered on www.onenameonechild.com and will symbolically contribute to charitable and humanitarian projects supporting children in Africa.

LUGANO, 16th June 2009 (Life & Help Foundation) – The United Nations Children's Fund UNICEF has been commemorating The Day of the African Child since 16th June 1991. This day reminds of the tragic events which took place in 1976 in Sowetho near Johannesburg, where South African police shot 176 local students demonstrating against the low level of education and demanding their right to be taught in their native language.

This memory seems to be unable to cross the borders of Africa. Many people in different parts of the world don't even know that 16th June is related to African children in an acute need of help – all the more now in the times of global economic crisis. Africa is significantly touched by the turbulent era, which does not choose its victims and affects the most vulnerable.

The Day of the African Child on **16th June will be the start of the record One Name One Child**, which aims to collect resources to help children in Africa and also set a new Guinness World Record.

„**Trifles make perfection, but perfection is no trifle**,“ said the genius of his time Michelangelo Buonarroti. The idea to create an online charitable world record and gain a listing in the Guinness World Records Book is based on the same principle - little things joining up, creating a bigger cause.

„A couple of months ago we were thinking together with my friends how to join millions of people on the whole planet to help children around the world who suffer. The answer was the idea to set a record **One Name One Child**,“ said the chairman of Life & Help Foundation Board Peter Prokopec.

According to UNICEF's latest statistics, there are 149,771,000 children under the age of five living in Africa at the moment. The aim of the event is to get the same number of people participating in the record by registering their names on the website www.onenameonechild.com.

„The motto of the project **Add your name = you set a record + you save a child** briefly sums up our aim to set a record and provide financial support to African countries,“ said Peter Prokopec.

The One Name One Child Portal is currently available in seven languages: English, French, German, Italian, Russian, Spanish and Slovak, while more language versions are being prepared. Everyone who will take part in the record on the website www.onenameonechild.com and will donate a symbolic sum to Life & Help Foundation, will receive a **certificate of participation** in The biggest world internet charitable record. The collected resources will create a base for supporting **charitable and humanitarian projects in Africa**, where children especially are in a need of help from outside. The help will be directed to places lacking drinking water, schools and medical facilities and to places where war conflicts cause humanitarian crisis and make people flee their homes and live in refugee camps.

In short, the internet record project connects people from all over the world in helping those who live in poverty and suffering.

The logo of Life & Help Foundation is also the logo of the record One Name One Child. It reflects a life path of a person who stops at some point in their life, helps others and in turn making their life better. The wave in the logo represents the life path of a person while the interruption of the wave by the globe represents the point in lifetime when the person stops and helps others. The globe symbolizes the international impact of the help. Four colours in logo - green, yellow, red and blue - represent the life paths of people from four continents - Australia, Asia, America and Europe. The black colour of the globe stands for Africa, which the help will be primarily directed at.

The mission of Life & Help Foundation is funding charitable and humanitarian project in Third World countries, mainly in Africa. The foundation was established in Switzerland in 2009 as an independent non-governmental organization.

Dividing of the resources will be overlooked by Foundation Board, the highest body of the foundation containing five members. Charitable and humanitarian organizations can apply for financial help using **Ask for Help** form on foundation's official website www.lifeandhelp.com.

More interesting information about **The biggest world internet charitable record as well as** Life & Help Foundation is available on www.onenameonechild.com and www.lifeandhelp.com.