

Charity Christmas Cards 2009 Are Here!

Again this year, the KEF charity cards are produced with cooperation and support of Mitsui Sumitomo Insurance Group Holdings, Inc. "Smile-Heart Club". We have two new cards this year, one is designed with six pictures drawn by children from around the world, and the other is a "Christmas tree in a forest" by Cristina Vubornova. In addition to these, a set of five Christmas cards which was popular in the past is available again. We would like to recommend that you send your holiday message to your family and friends with KEF children's artwork. Another way to send greetings to those you love is KEF postcards which can be used in any season. "Cat had a Full Meal" and "Blue Dreams" are new options.



Christmas card A



Christmas card B
Size: 170mmx117mm (standard size)
Price: 200 yen/card (with envelope)



Revival set of five Christmas cards
Size: 170mmx117mm (standard size)
Price: 600 yen/5-card set (with envelopes)



Postcard H
"Cat had a Full Meal"



Postcard I
"Blue Dreams"

Size: 148mmx100mm (standard size)
Price: 100 yen /card

Second Kids Earth Fund Charity T-Shirt!

Introducing the second round of kids-designed T-shirts from VIS. These T-shirts are very fashionable and have a great mixture of VIS style and kids' personalities. Not only are these T-shirts stylish, but profits from their sales will be donated to help kids worldwide through Kids Earth Fund.

VIS, pour la frime, and gamineris, which are popular fashion brands among young women, have collaborated with Kids Earth Fund in creating these T-shirts. Organic cotton is used to be environmentally friendly and to create a soft touch. The T-shirts come in three different designs, so choose your favorite.



Ms. Funny Poo ¥2,800 Horse ¥3,800 Sheep ¥3,800

Available in retail stores nationwide. <http://www.visjp.com>
Also available from Kids Earth Fund website. <http://www.kidsearthfund.jp/ja/goods.php>

Kids Earth Fund x Kansai Kirin Beverage

Kansai Kirin Beverage has committed to support Kids Earth Fund, and next spring they will be introducing vending machines painted with Kids Earth Fund pictures. Through joint support from Kansai Kirin Beverage and shop keepers who have the machines, a portion of beverage sales will be donated to Kids Earth Fund every month. We hope to see many of these colorful and dream-filled vending machines on streets and in buildings and offices nationwide.



Kids Earth Fund Halloween Ecobags for a Limited Time

Let us introduce the KEF ecobags which were offered for sale around the site of "13th KAWASAKI Halloween 2009" from October 24th to November 1st. They were sold only during that festival and are no longer available. The very bright orange of the pumpkins made the bags dynamic.

<http://www.lacittadella.co.jp/halloween/market.html#experience>



Pictures drawn by children from all over the world are now on shopping bags!

KEF pictures are have been used to design some special shopping bags, and they are now available from various shops. The lovely bags with designs inspired by Christmas and winter will make your heart warm in this cold weather, and you can share children's purity and energy by carrying them. Please step into your nearest shop and get one for yourself!



Upper:left to right CROCODILE SPORTS / TIMELESS COMFORT / 212 KITCHEN STORE
Lower:left to right MERVEILLE H./une autre/Jour H. / MAJESTIC LEGON/on the couch/pu-recalm

NEW MEMBER

Those who recently became members of KEF:
(Individual Members) Ms. Eriko Shintani Ms. Kyoko Shima Ms. Mariko Ishii Mr. Shu Taniguchi Ms. Yoshimi Yamaguchi
(Corporate Members) MIROKU JYOHO SERVICE CO.,LTD. Olive des Olive co.,ltd. TAKAKO BUSSAN CO.,LTD.
(September 1, 2009 - December 31, 2009 Title Omitted/Alphabetical Order)



雪だるまの結婚式/Marriage of Snowman
ハイ・ペン・ジャオ/Hai Peng Jiao
中国/China
女/Girl
7才/7 years old

Special Topic **KIDS EARTH FUND Exhibition at Princeton Day School**



On December 3rd, 2009, the opening reception of Kids Earth Fund Exhibition, took place at the Anne Reid '72 Art Gallery on the Princeton Day School Campus in NJ, the United States.



The public was invited to see a number of original pieces of artwork created by children around the world and to purchase KEF charity goods such as note cards, giclée prints, books, t-shirts and hand-painted reusable bags during a Holiday Sale on the reception day.



The founder of Kids Earth Fund, Harumi Torii, also visited there for three days from December 9th to 11th to make presentations on Kids Earth Fund, its activities and its motto "Kids Helping Kids" as well as to hold art workshops with the students of Princeton Day School and the local children

at the venue. Through this wonderful event, more people got to know about Kids Earth Fund. The children who participated in art workshops seemed to enjoy painting pictures and, at the same time, learned that children like themselves could help children overseas who are suffering from war, poverty and all other difficult circumstances. The event was quite meaningful and successful.



The KEF exhibition, which started on December 1st, 2009, remains open until January 15th, 2010 and is hosted by Princeton Day School.



KIDS EARTH FUND CHARITY CONCERT 2009 at Hills Side Terrace, Daikan-yama



On October 10th, the Kids Earth Fund hosted a solo charity concert of Jazz pianist Hajime Yoshizawa, at the Hillside Terrace in Daikan-yama, Tokyo.

At the same time, children's paintings were exhibited and many people were able to see the artworks of children around the world. Behind the audience there were 5 pieces of artworks by the children from the art workshop held at the Itami AEON Mall. They were all hung together in a row adding a bright and cheerful ambience to the concert hall.

Once again, this was a good opportunity to allow all the people in attendance to view and enjoy children's paintings in the country and overseas. On the day, along with the volunteer workers, the employees of the Tokyo Bay Maihama Hotel as well as the employees of the Prudential Life Insurance Company volunteered to help out in various areas from setting up the floor to importing paintings and sales of goods.

For the audience who saw Hajime Yoshizawa's performance for the first time, the familiar melodies from the television commercials were played such as the song "AI-NO-TABI" used in the latest Nikon D80 camera commercial starring a popular Japanese artist, Takuya Kimura and the song "HOME" used in the Morinaga Café Latte commercial starring an American actress, Scarlett Johansson. The event was comprised of live music and art on display, for the audiences to enjoy with both their eyes and their ears.



Winter 2009: Tamagawa Takashimaya "White Angel Project"

Wishing a joyful and peaceful Christmas for the children around the world, the charity event called the "White Angel Project" has been running since 2002 at the Tamagawa Takashimaya S.C. And this year, it has celebrated its 7th year.

The children's paintings from the art workshop held at the pediatric ward and the tapestry painted by the kindergarten children in Setagaya for the celebration of the 40th anniversary of foundation of the

Tamagawa Takashimaya Store were all displayed. The Grand Patio, on the 1st floor of the main building where many people pass by, was beautifully decorated with Christmas lights and with children's paintings. The glittering illuminations and the adorable artworks of children created a fun and enjoyable atmosphere.

Event information
<Event period> November 11th 2009 (Wed)~ December 25th 2009 (Fri)
<Sale of Goods> December 20th 2009 (Sun) 11:00-17:00
<Location> Tamagawa Takashimaya S.C located in the main building on the 1st floor, Grand Patio

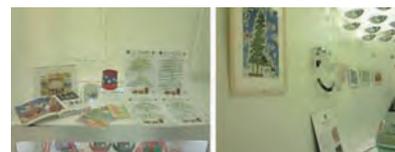


FIAT x KIDS EARTH FUND 5xHAPPY FIAT CAFFE Charity Silent Auction Dec. 3rd (Thu)-Dec.26th (Sat)



10 pictures painted by children all around the world and donated to Kids Earth Fund were exhibited in FIAT Cafe. Charity goods were sold, and a collection box was also placed in a cafe.

In addition, pictures painted by children who participated in Asunaro Drawing Class were sold during the event, and the whole sales profit was donated to KEF. Beautiful Christmas lighting and decoration, combined with children's Christmas paintings, created warm and nice atmosphere in the cafe.



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



Kids Earth Fund x Citi Group family @ Kids Earth Gallery

On November 7th 2009, the art workshop with Citi Group family was held at Kids Earth Gallery in Tokyo, Ebisu. There were two themes for the workshop; "Enjoy drawing freely" and "Christmas". Children were separated into two groups and each team drew each theme freely on a big canvas.

In the group of "Christmas", there was a child who drew in a unique way by stroking the brush up and down and splashing paint. Some children who joined as parent-and-child, brothers or friends became nervous at first and drew silently, but in the middle smiles got wider and there was a child who even drew while humming. The art workshop was very successful in that both children and adults enjoyed it so much.



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

Art Workshop at KANAGAWA CHILDREN'S MEDICAL CENTER

On October 20th, 23rd and 26th, an art workshop was held at Kanagawa Children's Medical Center. At this art workshop, all children painted "Christmas" at the three hospital wards respectively on each of the three days. It was very impressive that the children, with animation and lots of joy, used paints of many colors and painted Santa Claus, snow, bells, Christmas trees, ribbons, deer, etc. however they imagined the objects. There was a child painting diligently on the bed that was moved from the patient's room to the day room and another child painting with the greatest concentration as long as the time allowed before receiving dialysis.



Decorating Christmas Paintings at children's ward, Toho University

At the art workshop this time, children worked on "Christmas decorations". The children who participated in the workshop painted "Christmas" of their own imagination, using paint of different colors and different kinds of brushes on the entire drawing paper. On the drawing paper, they decorated it with glass tiles pasted by adhesive bond and double-stick tape, white spangles and cotton balls. In order to prevent group infection of influenza, the hospital made a tough decision to only allow children to each paint in a private room but not in the playroom. However, even in the private rooms, the children freely expressed Christmas of their own. When one was asked where they will hang the art that they have completed, there was the reply "On the wall!! Santa can see it better!" After the workshop, one of the children made a Christmas tree all by himself by cutting and pasting drawing paper and origami paper.



Workshop at Pediatric Ward of Tokyo Medical and Dental University Hospital

In late December, six children participated in a workshop at Tokyo Medical and Dental University. Each child completed about three pictures, and soon there was so much art that there was no space to let them dry. It was impressive to see the warm smiles of families as family members watched their children or grand-children drawing freely and happily. Also, other children who had to participate in a separate room filled their paper at a free and easy pace. There were children who made pictures with stamps of their hands dipped in paint. We received many smiles and a lot of energy during this workshop which produced a lot colorful artwork.

