



BULGARIAN BUSINESS LEADERS FORUM
In Association with International Business Leaders Forum



Inspirational Leaders Charity Auction 2015

Teachers are forever!

PRESS RELEASE

Tomorrow's Business Leaders Sit in Today's Classrooms

BBLF and Teach for Bulgaria announced the 2015 Inspirational Leaders Charity Auction

21 October 2015, Sofia

The responsible business shares the view that quality education is the key to stable economic growth and community development and supports projects to this end. The Inspirational Leaders Charity Auction is the only initiative that manages to convene companies and celebrities to back this vitally important good cause, it emerged at a press conference that BBLF and Teach for Bulgaria Foundation held earlier today at BTA's press club. The two organisations invited all their members, partners and supporters to join the fourth edition of the unconventional charitable event on 25 November 2015.

„To BBLF, the community of responsible business, contributing to a positive social change is of paramount importance. In business, it is vital to identify a problem and do your best to overcome it. We know that every child deserves excellent education and this is why we support for the fourth year Teach for Bulgaria and their work to change the current situation in schools by motivating capable young people to teach underperforming kids. Future business leaders sit in today's classrooms and we can help them realise their potential in full”, BBLF Chairman Iravan Hira said.

The Inspirational Leaders Charity Auction is a truly unconventional event by Bulgarian standards. It is the only event where companies have the chance to bid for two hours of the time of popular individuals and thus support Teach for Bulgaria's mission of providing access to quality education to every child.

„With this year's event we aim at recruiting and training new 150 teachers to work with the children in need in Bulgaria's most challenging schools. We are very honoured to have people like Ivet Lalova, Hilda Kazasyan, Boyan Petrov, Nencho Balabanov and many others who embrace our good cause and are ready to contribute their most precious commodity, ie their time. It makes us believe that together with our partners and supporters we can indeed have an impact on the educational system. The event is very important for us not only because it raises funds for our mission but also because it makes the responsible businesses join the worthy cause of quality education”, Teach for Bulgaria's executive director Evgenia Peeva said.

„We would like to thank all our members and friends who have joined the initiative so far. We are building a community of like-minded people: the inclusion of all Bulgarian children in the process of education is a value that they stand up for with their reputation, and resources. The funds raised the three previous auctions raised amounted to BGN 136,000”, BBLF executive director Georgi Ruitchev added.

Among the celebrities supporting the good cause this year are some of this country’s most popular and inspiring individuals: entrepreneurs Vasil Terziev, Svetozar Georgiev (Telerik), Dragomir Kuzov (Drag); pop stars Polie Genova, Ostava Band, Beloslava, Hilda Kazasyan; violinist Vesko Pantaleev-Eshkenazy; sports champions Ivet Lalova, Stefka Kostadinova, Boyan Petrov, Sani Jekova; actor Nencho Balabanov; photographers Galya Yotova, Viktor Chuchkov Jr. They will all contribute two hours to motivate with their talent, knowledge and skills the staff members of the companies that offer the highest price at the auction.

The Inspirational Leaders Charity Auction 2015 is due on Wednesday, 25 November 2015, 7 pm, Hilton Sofia. To book a seat and for details: www.bblf.bg.