



The Inspirational Leaders Charity Auction Brought Together Celebrities and Business Leaders to Support Quality Education for Every Child

17 inspiring individuals, 140 guests and 40 companies raised over BGN 160,000 in support of Teach for Bulgaria programme teachers

Sofia, October 17, 2019. What can **bring together** some of the most popular Bulgarian actors, a former Google Vice President, an inspirational ultramarathon runner, the most successful Bulgarian tennis player and a space entrepreneur who can show you how to make a satellite?

All of the above and many more celebrities attended Hilton Hotel in Sofia on 16 October 2019 to participate in the annual **Inspirational Leaders Charity Auction** and thus support the mission for equal access to quality education and the work of teachers with Teach for Bulgaria programme.

The moving event was organised for the eighth time by **Teach for Bulgaria Foundation** in partnership with the **Bulgarian Business Leaders Forum** and was **sponsored** by the Hilton Hotel, SEG, Villa Melnik, Kinstellar and Coca-Cola HBC.

A total of **17 celebrities** and representatives of **more than 40 companies** from various business sectors attended this year's event. During the auction, the guests had the opportunity to **bid for two hours of the time** of popular individuals with impressive stories from the fields of extreme sports, arts and culture, entrepreneurship, the media, and many more. To support Teach for Bulgaria, the celebrities will be donating their time as motivational speakers at corporate workshops, team building activities, etc. Over the course of the evening, more than **BGN 160,000 were raised**, which will be invested in the training, development and support of Teach for Bulgaria programme teachers who teach in nearly 60 schools in 11 regions across Bulgaria.

“The work of Teach for Bulgaria and our community set an example of the creative effect for children of having a teacher who gives them full credit for their potential and the chance to realise it. It is just the right approach if we want all Bulgarian children to be designers of their lives, active citizens and entrepreneurs. We are

happy that this vision of ours has been supported by so many inspirational professionals, successful personalities and business leaders who once again became part of the Inspirational Leaders Charity Auction,” **Trayan Trayanov, Executive Director of Teach for Bulgaria**, said.

"The success of our unconventional approach of bringing together business people and celebrities is a sign that everyone can contribute in their own way to the good cause of equal access to quality education. We are honoured to be a partner again of Teach for Bulgaria in their mission to provide good education and a good start in life to all children regardless of where they live and the social status of their parents. This is key for a better future for our country," **BBLF chairman Levon Hampartzoumian** told guests.

Among the **celebrities** who joined the event this year were actors Alexander Alexiev, Ivan Barnev and Margita Gosheva, theatre director Yavor Gardev, ultramarathon runner Krasse Gueorguiev, solo adventurer Philip Lhamsuren, Silicon Valley entrepreneur Bogomil Balkansky, space entrepreneur Raicho Raichev, UniCredit Vice President Victoria Blazheva, Sofia Philharmonic Orchestra director and conductor Nayden Todorov, tennis player and entrepreneur Magdalena Maleeva, Ambassador of India H.E. Pooja Kapoor, sailor and adventurer Doncho Papazov, singers Hilda Kazasyan and Preya, photographer Vera Gotseva (lomovera) and TV host Maria Silvestar.

The mission of Teach for Bulgaria Foundation is to find, train and develop capable and motivated professionals who work long-term for a positive change in education in Bulgaria. Within the organisation's professional and leadership development programme participants receive targeted training and support to work as teachers with pupils from vulnerable communities in schools across this country for two years. Later on, they continue to actively contribute to better education in Bulgaria through work in various professional fields.