



PRESS RELEASE

Association **One4All** present:

The French humanist, poet, author-composer & performer, writer and producer, **Francis Lalanne**, Godfather of the Festival; **Henri Guirado**, Director of the Little Dreams Foundation (founded by Oriane and Phil Collins); the founder of the festival and President of Association “**One4All**”, **Caroline Schwab**, present: “**Geneva World Peace**” from **19 to 21 September 2008 – PLACE DES NATIONS**. www.geneva-world-peace.org.

The festival is based on the 21st of September, the World Day for Peace that has been adopted by the United Nations General Assembly of 1981. See message (video and letter) of the UN Secretary General, Mr. Ban Ki Moon: <http://www.un.org/events/peaceday/2007/index.shtml>

September 21 for Peace was originally proposed by Jeremy Gilley, a producer and peacemaker www.peaceday.org and officially designated by the United Nation in 1981 to promote Peace among people and Nations around the world.

See also: www.cultureofpeace.org and www.internationaldayofpeace.org

The Geneva World Peace festival is based on 2 pillars: **Peace and Cooperation**. Those pillars are: the **United Nations System** and the **Olympic Games**.

The **Guest-Star Sananda Maîtreya** www.sanandamaitreya.com (the great Terence Trent D’Arby who changed his name); **Celebrity Norma Ray** www.normaray.com, Liel, a young Star 19 years old, crossing the planet to sing for Peace www.liel.net and artists from 5 continents, are joining to spread the word.

« The 1st GENEVA WORLD PEACE FESTIVAL » will take place this fall in the International Swiss Capital: Geneva; but is designated to be held in each capital of the world. People, artists, scientists, humanists, leaders, international functionaries and journalists from all origin are invited to spread the word.

The Human Digital Media: « B1NATION TV » (BE ONE NATION www.b1nation.tv) which goal is to promote (free of charge) humanitarian publicity, Education Programs for Peace and the transmission of values that consist in protecting the Mankind and Planet Heritage, is working in collaboration with the Digital Portal: **One Heart Channel** www.oneheartchannel.com and in coordination with different televisions.

B1NATION TV and One Heart Channel will be officially launched on September 1st, 2008.

Great traveler himself and son of United Nations International Functionary, **Francis Lalanne** www.francislalane.com , joined the initiative of Caroline Schwab and offered his support and contribution as **Ambassador of Good will** of this New Peace Meeting point. See more under: www.myspace.com/b1nationtv4u.

His own father has been serving the United Nations worldwide and particularly in Middle-East. Francis is in fact born from an international citizen family and that explains why he is so engaged and crosses the globe to dedicate his books and songs to the world, especially to the people in Africa and Middle-East.

Together with all the stars mentioned above and partners, Francis Lalanne is giving a voice to the Geneva World Peace Festival, will sing in the Fêtes de Genève on July 28th, 08 and will present his book: **Planète Mère, Mère Patrie**.

After more than 2 decades working in the UN system, Caroline Schwab, decided to create the “Geneva World Peace festival” here in Geneva, highlight the strong vocation of this small but courageous City and Country and launches the festival with the goal to strongly promote dialogue among private/institutional Humanitarian Organizations.

The **ONE4ALL** Association has been created to recruit volunteers, coordinate each year, the festival and promote charity. With the years, it will become a strong foundation connecting peace makers and the population of Geneva.

Next year: **09.09.09** will be organized jointly with different countries and stars such as Carlos Santana who expressed his wish to participate to this festival.

The « GENEVA WORLD PEACE FESTIVAL » is the WORLD's PEACE FESTIVAL for everyone in this International City. People living in Geneva and tourists coming from the 5 continents are invited to join the Place des Nations.

The digital Internet television « B1NATION TV www.b1nation.tv » has been especially created to broadcast and promote actions under: **People4Planet – People4Peace – People4People**.

Live Events, will be made possible with media partners such as: www.momediastv.com, www.factuality.com and **One Heart Channel** – www.oneheartchannel.com to promote Peace and Human Rights projects.

The « GENEVA WORLD PEACE FESTIVAL EDITION N° 1 » is the ultimate global event inviting every citizen to become a real time ACTOR in change, in the City of Geneva, the place where 194 member states of the United Nations based their missions to participate to the **Grand Oeuvre for Peace and Development**.

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