



## **MEDIA RELEASE**

### **KICK-OFF YOUR SHOES AND GO BAREFOOT FOR AFRICA**

**Berlin, 16 July 2011** – Hope Foundation teams up once again with one of Berlin's most popular cultural beach bars, Yaam, near Ostbahnhof, on Saturday, 16 July, to hold its annual fundraising event, Barefoot for Africa.

The event, which was a great success last year pulled in some 500 people and is expected to be even bigger this year. The doors will open at 10am and families, friends, clubs and organisations to take part in the various cultural workshops, art classes, sports and social activities as well as are welcome to enjoy some reggae and African music, a photography exhibition, great food and drink. A raffle will also take place with some amazing prizes to be won.

Barefoot for Africa, in the realm of Hope Foundation's Shoe Aid project, seeks to educate and raise awareness of the hardships faced in rural parts of Cameroon, where shoes are seriously lacking. One pair of donated shoes can enable a child or individual to go to school/work or play sports without worrying about suffering an injury or contracting a disease.

At Barefoot for Africa, we welcome donations of shoes, money and materials that will go towards alleviating impoverished areas of Cameroon.

Hope Foundation's Director, Gerald Bobga Fonkenmun stresses the importance of the Barefoot for Africa day for the Foundation's annual calendar and the efforts of the volunteers and Yaam employees who spearheaded the event.

"Barefoot for Africa will raise vital funds as well as collect shoes to help hundreds of Cameroonians improve their standard of living," says Fonkenmun.

"The event not only goes towards the collection, storage, shipping and distribution costs of the shoes but allows us to plan for the future and how to best use our resources to assist the people of Cameroon."

Hope Foundation is a German-Cameroonian non-profit organisation with the primary goal of promoting community development and alleviating poverty in rural and impoverished areas of Cameroon. A number of awareness and cultural projects are also carried out within Germany. For further information on Barefoot for Africa or specifically on the Shoe Aid project, visit [www.shoeaid.org](http://www.shoeaid.org) or contact Hope Foundation: [info@hope-found.org](mailto:info@hope-found.org) or 00491775067363.

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