

COLOMBIA BICENTENNIAL CELEBRATION



1810-2010

**GIVE TO COLOMBIA  
FUNDACIÓN FORMULA SONRISAS  
KEY FOR COLOMBIA  
GENESIS FOUNDATION  
& UNITED FOR COLOMBIA**

**ALONG WITH THE  
BELIVE 2010  
HOST COMMITTEE**

ALEJANDRO SANTO DOMINGO  
DAYSSI KANAVOS  
FRANCISCO DAZA  
INGRID HOFFMANN  
ISAAC LEE  
KATALINA BERNAL  
LOLO SUDARSKY  
LUIS BALAGUER  
MARIA JOSE BARRAZA  
RAUL DE MOLINA  
SUSANNE BIRBRAGHER

INVITE YOU TO JOIN THEM  
TO IMPROVE THE LIFE  
OF COLOMBIA'S MOST  
VULNERABLE COMMUNITIES

**NOVEMBER 18, 2010 @ 7PM  
THE FONTAINEBLEAU  
4441 COLLINS AVENUE  
MIAMI BEACH**

FORMAL COCKTAIL ATTIRE

WITH THE SUPPORT OF



2010 SPECIAL EVENTS

**THE BICENTENNIAL PROJECT AUCTION:  
A TRIBUTE TO COLOMBIA**

Internationally-known Colombian talent will create unique pieces as a tribute to their homeland. Artists, musicians, writers, designers, sports stars and chefs, among others contribute from their perspective to the great tapestry that highlights their country around the world. You can't miss this creative project!

**ART PERFORMANCE**

Colombian artist Diana Gamboa fuses art and fashion, creating large scale dresses with paper using the Japanese technique of origami. Be amazed with a live performance by the artist creating these one of a kind pieces.

**BICENTENNIAL RAFFLE**

Colombian jewelry designer Mercedes Salazar designs one-of-a-kind pieces making reference to Colombia's culture, rich history, art tradition, talent, beauty and treasures. Obtain one of these custom-made pieces made specially for BeLive 2010.

**BICENTENNIAL CONCERT**

BeLive invites you for a great live performance at the fabulous Club LIV. Get ready to party Colombian style in one of the most well-known night clubs in the country.



May 2010

Dear Donor,

We are proud to invite you to BeLive 2010! For the fourth consecutive year a group of U.S. based non-profit organizations working for Colombia have partnered to host this 600-person soiree on November 18<sup>th</sup> at the Fontainebleau in Miami Beach. The event seeks to build awareness about social needs in Colombia and raise funds to improve the lives of its most impoverished communities.

**IN BENEFIT OF**

Give to Colombia  
Formula Sonrisas  
Genesis Foundation  
United for Colombia  
Key For Colombia

It would be a great honor if you can join us as a sponsor. On that night, Give to Colombia, Fórmula Sonrisas, Genesis Foundation, United for Colombia and Key for Colombia will join a group of well-known celebrities, high-profile guests, corporate donors, and the media in philanthropic partnership to support high social-impact projects that improve education, health and nutrition; work with those demobilized from the illegal armed groups and people displaced by the armed conflict, and support technological and economical development, among other needs.

**EVENT COMMITTEE**

Angela M. Tafur Barco  
Juan Pablo Montoya  
Connie Freydell Montoya  
Carolina Esquenazi-Shaio  
Gabriela Febres Cordero  
Audrea Caro

Since 2007 BeLive has raised more than \$2 million dollars between cash and in-kind donations with the support of almost 100 corporate donors, more than 1,500 high net worth guests, a group of Colombian and Hispanic celebrities from the entertainment, music and sports industry, and the important support of major media outlets like CNN en Espanol, Univision, Telemundo, The Miami Herald, USA Today, ESPN, Caracol TV, RCN, El Tiempo, Semana, Poder, People en Espanol and Vanidades among many others.

**HOST COMMITTEE**

Alejandro Santo Domingo  
Dayssi Kanavos  
Francisco Daza  
Ingrid Hoffmann  
Isaac Lee  
Katalina Bernal Burrowes  
Lolo Sudarsky  
Luis Balaguer  
Maria Jose Barraza  
Raul De Molina  
Susanne Birbragher

For the past three years, BeLive has been an unforgettable experience for everyone including performances by Juanes, Carlos Vives Fonseca, Fanny Lu, and Jorge Celedon, as well as Ungaro, Sylvia Tcherassi and OndadeMar fashion shows. Last year, we featured an extraordinary project honoring the Wayuu indigenous communities of the Guajira region. A group of worldwide designers used the Wayuu *susu mochilas* as a blank canvas to imprint their contemporary vision to the handcrafted accessories, creating a fusion of the past and the present. The result of these collaborations by Carolina Herrera, Giorgio Armani, Oscar de la Renta, and Valentino among many others, were exhibited and auctioned during BeLive. Also for the first time in 2009, four people were recognized for their contribution to society with the BeLive Awards for Philanthropy.

This year also promises to be unforgettable. We really hope you can help us achieve our goal of building a better Colombia.

Attached please find the sponsorship options. For more information contact BeLive's Director Claudia Giardinella. We also welcome you to visit [www.belivecolombia.org](http://www.belivecolombia.org)

**EVENT DIRECTOR**

Claudia Giardinella S.  
[claudia@givetocolombia.org](mailto:claudia@givetocolombia.org)  
6705 Red Road, Suite 502  
Coral Gables, FL 33143

Sincerely,

**Give to Colombia**  
Angela Maria Tafur  
Executive Director

**Fórmula Sonrisas**  
Juan Pablo Montoya  
NASCAR driver

**Genesis Foundation**  
Carolina Esquenazi - Shaio  
Board of Directors, President

**United for Colombia**  
Gabriela Fábres-Cordero  
Executive Director

**Key for Colombia**  
Audrea Caro  
Executive Director