

MONTE-CARLO  
SOCIÉTÉ DES BAINS DE MER



PRESS RELEASE  
Monaco, 18<sup>th</sup> July 2018



## **The 70<sup>th</sup> Monaco Red Cross Ball promises to be an unforgettable anniversary party**

Chaired by H.S.H. Prince Albert II, the 70th Monaco Red Cross Ball is taking place on Friday 27 July 2018 in the prestigious setting of Salle des Etoiles at the Sporting Monte-Carlo.

For the Organization, founded in 1948 by Prince Louis II, this anniversary event marks 70 years of daily actions that benefit those in need. This event pays vibrant homage to sponsors of the Monaco Red Cross, whose generosity allows it to prevent and relieve the suffering of people who need it. Supported and guided by the deeply held convictions of its President, H.S.H Prince Albert II, the Monaco Red Cross has continued to broaden its action in response to the human tragedies and social crises which today assail men, women and children all over the world. In Monaco, 50 employees and over 600 volunteer members give up their time to carry out the Association's missions, both nationally and internationally, in response to disasters, or in connection with other national Red Cross and Red Cross societies. In 2017, over 74,000 people in the world directly benefited from the actions of the Monaco Red Cross, i.e. twice the population living in Monaco.

The 70th Monaco Red Cross Ball is set to be energetic and unforgettable thanks to the presence of major artists, selected and invited by the Artistic Department of Monte-Carlo Société des Bains de Mer.

This year, the Monaco Red Cross is particularly honoured to have Seal, the British soul legend, and multiple platinum-disc holder, who became famous in 1991 with the single "Crazy". In the same year, he released his acclaimed first album, SEAL. His success continued to grow, with titles such as "Kiss From A Rose", used for the soundtrack of Batman Forever, and "Love's Divine". His tenth album, Standards, was released last November. The soul singer lends his inimitable voice to the classics of legends Frank Sinatra, Ella Fitzgerald and Nina Simone.

The evening will be presented by Adriana Karembeu and Michel Cymes, accompanied by Maïtena Biraben.

Seal is the 70th international artist who follows a unique list of big names in music, with Maurice Chevalier in 1948, Zizi Jeanmaire in 1953, Billy Eckstine 1954, Danny Kaye 1955, Georgia Gibbs 1956, Eddie Fisher 1957, Sarah Vaughan 1958, Ella Fitzgerald 1959, Nat King Cole 1960, Sammy Davis Jr. 1961, Rosemary Clooney and Charles Trenet 1962, Sacha Distel 1963, Eleanor Powell 1964, Trini Lopez 1965, Carol Lawrence 1966, Bobby Darin 1967, Gilbert Bécaud 1968, Joséphine Baker 1969, Charles Aznavour 1970, Shirley Bassey 1971, Tony Bennett 1972, Andy Williams 1973, Joséphine Baker 1974, Line Renaud 1975, Engelbert Humperdinck and Liliane Montevecchi 1976, Enrico Macias 1977, Harry Belafonte 1978, Gloria Gaynor 1979, Frank Sinatra 1980, Julio Iglesias 1981, Joel Grey 1982, Frank Sinatra and Sammy Davis Jr. 1983, Frank Sinatra and Elton John 1984, Paul Anka 1985, Julia Migenes Johnson 1986, Grace Jones 1987, Gregory Hines 1988, Liza Minnelli and Sammy Davis Jr. 1989, Tina Turner 1990, Shirley MacLaine 1991, Frank Sinatra 1992, Whitney Houston 1993, Stevie Wonder 1994, Barbara Hendricks 1995, Michael Bolton 1996, Elton John 1997, "Riverdance" 1998, "Notre-Dame de Paris" 1999, Shirley Bassey 2000, The Beach Boys 2001, Rod Stewart 2002, Michael Flatley's "Lord of the Dance" 2003, Lionel Richie 2004, Anastacia 2005, Duran Duran 2006, Diana Ross 2007, Bill Wyman & The Rhythm Kings 2008, Gloria Estefan 2009, Tom Jones 2010, Joe Cocker 2011, Scorpions 2012, Eros Ramazzotti 2013, Diana Krall 2014, Sting 2015, Lana Del Rey 2016, Christine and the Queens 2017.

To be in perfect harmony with the image of the 70th anniversary of the Monaco Red Cross, the teams of Monte-Carlo Société des Bains de Mer have designed and made a minimalist décor in red and white shades. As soon as they arrive at the Sporting, guests will see vases of flowers made up of thousands of Red Piano, Red Ice, Kensington Garden and Cream Fragrance roses. In the same spirit, the walls of the Salle des Etoiles will be decorated with crystal tassels and chandeliers, enhanced with a floral frieze consisting of 2,000 red dahlias.

In keeping with tradition, guests will discover a work of art designed especially on the subject of the Red Cross, donated by a famous international artist in the field of painting or sculpting. The work will be exhibited in the hall of Sporting Monte-Carlo.



1968 - Princess Grace supporting Prince Rainier III giving blood ©René Maestri

For the 70th anniversary of the Monaco Red Cross, an exhibition including photos, videos and works by major artists, such as Damien Hirst or Arman, tracing 70 years of actions, was held from 13 February to 3 March 2018 in the Quai Antoine 1er exhibition hall in Monaco. An event to mark the anniversary of the Monaco Red Cross, which traces seven decades of actions, with some as yet unpublished photos and documents, showing the glamour of the balls, the actions of volunteers over the years and many other memories related to major events in the Principality.

**Practical information**

Doors of the Salle des Etoiles open at 8pm

Tuxedo - Evening dress

Price per person €1,200 (dinner, excluding drinks)

**To book:**

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**Organisation and artistic co-ordination**

The Monaco Red Cross, in collaboration with the artistic, technical and banqueting teams of Monte-Carlo Société des Bains de Mer