

Naomi Gathers Friends to Promote and Help Brazil

Contributed by Ana Paula Marra
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Brazilian President Luiz Inácio Lula da Silva received Tuesday, April 26, at the Planalto Palace, the British model and entrepreneur Naomi Campbell. She came to present the project "We Love Brasil," which has the objective of promoting the country abroad, through its products.

The project was Naomi's own initiative, and will count on the partnership of the Ministry of Tourism.

Part of the profits with products sales will go to Brazilian institutions that work with needy children.

At first, the idea is to sell a T-shirt saying "We Love Brasil" in all duty-free shops in the world, and stores of all designers and stylists invited by Naomi to participate on the project.

She will invite Brazilian and international celebrities, as well as representatives of the fashion business to help her with the project worldwide.

Since 1998, the supermodel has been involved with social projects. She started at South Africa, with Nelson Mandela, organizing the event "Versace for Africa" to raise funds for the "Nelson Mandela's Children's Fund (NMCF)".

The President of the Brazilian Institute of Tourism - Embratur, Eduardo Sanovicz, who participated on the meeting with Lula and Naomi, said that this project will promote Brazil abroad, and foster tourism in Brazil.

"A media campaign of this size would cost us millions. Initiatives like this one are fantastic; socially, commercially, and politically positive," said Eduardo.

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