

For immediate release

Prima ballerina harnesses the power of design to drive charity initiative

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Martin Grimer, Creative Director Blue Marlin

Royal Ballet principal Mara Galeazzi is launching a new visual identity and website for her remarkable charity, Dancing for the Children. Dancing for the Children uses the language of dance to bring relief to the lives of some of the world's most disadvantaged youngsters.

Established in 2007, Galeazzi's foundation pursues humanitarian aims by providing assistance to victims of illness, disease and disability. It also seeks to encourage far-reaching understanding of the arts. "The universal language of dance reaches people on a deeply emotional level and can bring light and joy into children's lives in an immediate and truly powerful way," Galeazzi explains. On her last visit to Africa, the Foundation combined fund-raising events in Cape Town and Pretoria with visits to townships to work with orphans and children with

HIV. One of the groups she visited in Soweto has subsequently set up three schools educating some 600 children.

Blue Marlin is delighted to have created a striking new visual identity and website for the Foundation on a pro bono basis. The integrated branding agency has also designed and printed the brochure for a gala fund-raising performance at Sadler's Wells on February 28.

Blue Marlin global creative director Martin Grimer comments: "It is lovely to be able to do gorgeous work for something as important and worthwhile as helping underprivileged children. The identity embodies Mara's grace and the sheer beauty of her movement, and is a clear visual explanation of the charity's work. It gets the message across power-



fully and the website identity has such life, such elegance, such style it is a fitting expression of a wonderful dancer."

The gala features a star-studded line-up including a host of stars from the Royal Ballet.



About Blue Marlin

Blue Marlin is the home of landing big ideas, which are at the heart of everything we do. We pride ourselves on delivering relevant, unique and consistent experiences across brand touch points worldwide. Blue Marlin is an independent integrated brand design consultancy with an international network of offices across the USA, UK, Australia and the Far East. We create and grow business through brand strategy, brand innovation, structural design, brand identity and graphic design, and brand environments. Clients range from large multinationals, including Unilever, Shell, GlaxoSmithKline and Reckitt Benckiser, to small owner-managed entrepreneurial businesses, such as Orchard Pig and Kettle Foods.

For more information, please contact:
Ruth Nicholas
Communications Director
Blue Marlin
T: +44 (0)20 7471 6330
E: ruth.nicholas@bluemarlinbd.com