

Terre Des Hommes Super Hero

A special masquotte who supports children s rights

BigChief Design has designed and created a new 3D Toy in time for Christmas 2007 to support a “Terre des Hommes” solidarity project. The new toy is called TDH Super Hero. It's a lucky charm and small collectible design item which is downloadable for free from www.superegali.org

Putting it together is really easy: just print, cut along the dotted lines, fold and stick together. Your office or home desk make ideal homes for the Super Hero toy , but you can also put it on your Christmas tree, thanks to a small hole on its head.

The Super Paper toy will be promoted through viral marketing videos and social networks. Companies will also be able to show their moral and social commitment: by choosing to devolve their budget for Christmas gifts to “Terre Des Hommes” projects, they will receive a personalised Toy with their company logo.

TDH Super Hero fights alongside real superheroes: the children who live in adverse conditions in the poorest countries worldwide and who are fighting to build themselves a better tomorrow.

All of us can become a superhero for one day at least by supporting the “Terre des Hommes Super Gift” campaign. Super Gifts are real and useful gifts. They are the gifts that Terre des Hommes Italy operators bring every day though their projects to thousands of children and to their communities all over the world: notepads, school desks, books, school equipment, toilets, courses, school uniforms, computers, classrooms, meals, medical check-ups, irrigation kits, farm animals, and even Child Distance Support.

For further details, please visit:

www.terredeshommes.it

www.superegali.org

www.think.bigchief.it/tdhtoy

BigChief Design is a young Milan-based digital communication and graphic design company founded by young passionate and inspired people with diverse background and expertise from marketing to design and visual communication to technology. We work in graphic design and illustrations, digital and interactive media.

Terre des hommes Italy Foundation is an international development NGO and it has been recognised as a qualified non-profit organisation by the Directorate General for Development Cooperation of the Italian Ministry of Foreign Affairs. It is a member of the International Terre des hommes Federation, a partner of ECHO (the department for humanitarian aid of the European Commission) and it has been accredited by the European Union and United Nations Agencies. It is a founding member of the Italian Coordination of International Networks (CINI).

Life member of the Italian senate and winner of the 1986 Nobel prize in Medicine, Rita Levi Montalcini is Honorary President of Terre des hommes Italy.

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