



Paris, December 10th 2019

PRESS RELEASE – Solibad celebrates 10-Year Anniversary

10 years ! What was meant to be a small charity project with a few badminton friends became a world wide and well known fondation, seen all around the planet on the shirts of pro and leisure players, and, mostly, with actions imapcting many children around the world.

“We had absolutely no idea that this would have such an impact in the world of badminton when we first launched the Foundation” says Pi Hongyan, former world #2 and Solibad's Global Ambassador, who was part of the project from its early stages together with French photo-reporter Raphael Sachetat and a hand full of other friends.

In 10 years, the Charity has been able to raise more than 300 000 US\$ (275 000 €) with over 4000 children who benefited from the programs. Over 2000 rackets and 600 pairs of shoes have been collected – in France mostly but not only – and sent to the badminton programs of Solibad, mostly in Brazil, Indonesia and Haiti. Some of the children had never seen a racket before, nor worn any shoes to play sports. And badminton, for some, has become a key tool to get away from very difficult living conditions.

“So many things have happened in these 10 years. Some incredibly happy moments, some very sad ones too, but this is what life is all about. We are just proud that we were able to make a small difference in the lives of those who were not born as lucky as most of us were” says Raphael Sachetat. *“But one thing we are very proud of, is that during all these years, we kept the admin costs to a very minimum – all supported by our boutique sales or partners, which means that we can say that 100% of the money we raised and donations during all these years have gone to the programs. And also, even after 10 years, we still keep the same humble approach for each new program we invest in: we listen to the local populations and foundations we help as they often have a better understanding of the problems than we do. Our role remains a simple help to make them sustainable on their own”*

22 programs, 16 countries all over the world

In 10 years, the 22 programs have impacted children from 16 different countries, in all regions of the globe. Some badminton related programs, some not – even if rackets and shuttlecocks were still brought on site to bring an extra bit of fun to sometimes very tough environments. Many different programs as well, from financing the education of Aids-struck teenagers in Uganda – or funding a Well for the village – to

financing daily activities of a shelter for young women which were victims of human trafficking in Laos, or more recently a library in India for children belonging to the “intouchable” cast. In Brazil and Indonesia, the badminton programs have been very successful – some of the youngsters are now becoming champions in their local tournaments, amongst which some who were brought up in the worst environment and for which badminton has given life a new flavor.

Solibad's history is also about the moments that over 1000 volunteers from all over the world have lived together. The Solibad Flashmobs have made their marks with over 100 cities around the globe participating in a giant badminton choreography few years ago. Some artists like Louie's Cage Percussion from Austria have added their touch with the Solibad Song released early 2019. Some crazy adventurers have travelled around the world wearing Solibad's colours – Geraldine Yam cycling from Singapore to Istanbul, Clémentine Julien and her friends touring the World, Maxime François alone on his bike doing his own “Tour de France” to visit badminton clubs amongst others. Some great parties, too, celebrations, gatherings. One of the highlights of these past 10 years were the three editions of the “One Nights with Stars”, where likes of Peter Gade, Park Joo Bong, BWF's very own President Poul-Eric Hoyer, Pi Hongyan, Matthias Boe, Lee Yong Dae and many other stars participated in amazing events, in Geneva, Switzerland first and then more recently in Orléans, France.

Top Ambassadors have been a key to Solibad's success and so many of them have been so generous with their time, money or dedication to promote Solibad's work. Lee Yong Dae, Tai Tzu Ying, Carolina Marin, Huang Yaqiong, Sung Ji Hyun, Greysia Polii are amongst the many athletes who donate on a regular basis – some have opted to participate in the “1% for Solibad Campaign” where they donate 1% of their prize money. Peter Gade had even auctioned a Gold medal of a European Championships for Solibad ! Many others give their shirts and rackets for auction to raise some funds. Some have even posed in sexy outfits for one of Solibad's calendars a while back.

Clubs, leagues and Federations have also been very supportive – 18 national badminton Federations and close to 250 clubs around the world have signed the Solibad Charter.

“There is just too many things to recall – so many crazy moments. But we certainly hope that this is only just a beginning. And we shall continue to do our best, to do things seriously without taking ourselves seriously as our motto says” explains Raphael Sachetat

If people are interested in making a donation, they can follow this link:

<https://www.helloasso.com/associations/solibad/formulaires/2/widget/en>

A small video clip has been produced for the 10 years anniversary

<https://www.youtube.com/watch?v=g6h5C1sRgRw>

Also available to share on our Facebook and Instagram accounts:

<https://www.facebook.com/solibad>

https://www.instagram.com/solibad_charity/

Images are available on requests for publication.

Contacts

Raphael Sachetat (President Solibad) : +336 60 68 25 04

raphael@solibad.net

SOLIBAD – www.solibad.net

The primary aim of SOLIBAD is to raise funds with the help of the badminton community, from amateur to top professional players, and to help local projects, some of which are badminton related, and that have been chosen carefully for their sustainability.

Our pledges

100% of all funds collected will go to the projects, as our partners will cover all of the administrative costs.

Epicureanism: SOLIBAD's objectives will be carried out with generosity and a joyful spirit.

SOLIBAD's Ambassadors are amongst the world's most famous players including Carolina Marin, Taufik Hidayat, Lee Yong Dae, Tai Tzu Ying, Sung Ji Hyun, Kirsty Gilmour, Son Wan Ho, Greysia Polii, Goh Liu Ying, Soniia Cheah, Peter Gade as a special Ambassador and many others under the Global Ambassadorship of Pi Hongyan from France.

SOLIBAD was nominated in 2011 for the Jean Borotra Fair-Play Award by AIPS – Association Internationale de la Presse Sportive.