

# Press Release



## Karlheinz Böhm's Ethiopia Aid strives to reach 500,000 people with a bet

Munich, 15 May 2018. 37 years ago – more precisely on 16 May 1981 – popular actor Karlheinz Böhm wrote television history in the show “Wetten, dass...?” With a spectacular bet he fundamentally changed the lives of about 6 million people in Ethiopia. The *Menschen für Menschen* Foundation – Karlheinz Böhm's Ethiopia Aid is now following in the footsteps of Karlheinz Böhm and translating the original bet into the digital age.

“We bet that until the Day of International Justice on 17 July 2018 we will be able to motivate 500,000 people worldwide to each donate at least 1 euro for the needy men, women and children of Ethiopia. Every person counts! Every amount counts!”

The international appeal has been published on the Foundation's campaign pages ([www.diewette2018.de](http://www.diewette2018.de) and [www.thebet2018.eu](http://www.thebet2018.eu)) and via Facebook, Instagram, Twitter and YouTube. All users of social media, celebrities, ambassadors and sponsors of the organisation are called upon to make a small donation with the aim of giving the people in Ethiopia the chance of a better future.

The historic background is shown in a short explanatory video in modern cut-out animation “THE Bet – Karlheinz Böhm and YOU” (<https://youtu.be/YZDZWxO5Gck>). This video was created with the kind support of the Munich-based company explain it GmbH.

“We are translating the original idea that everyone can help into the digital age. In doing so we are reviving the concept that with a small contribution everyone can be part of a community that produces big results – the prototype of crowdfunding, transposed to state-of-the-art mobile technical means,” says *Menschen für Menschen* Director Dr Sebastian Brandis.

### The TV bet in 1981

It was the third broadcast of the new TV format by and with presenter Frank Elstner. Karlheinz Böhm bet that he would not succeed in motivating “every third viewer to donate one German mark, one Swiss Franc or seven Austrian schillings for people in the Sahel Zone.” Although he won the bet – for he did not succeed – a total of 1.2 million DM was raised. The foundation stone for the *Menschen für Menschen* organisation had been laid.

The appearance of Karlheinz Böhm on 16 May 1981 has remained one of the most memorable moments of the popular ZDF TV show. “It was the most spectacular bet ever to be made on my show,” says former show presenter Frank Elstner.

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Stiftungsrat: Christian Ude (Vorsitzender)



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## **Facts and figures on the work of *Menschen für Menschen***

To date 6 million people in Ethiopia have received an opportunity for a self-determined life thanks to the work of the organisation. Its achievements include the construction of over 2,400 water points (hand-dug wells and spring developments), over 430 schools, 86 health centres and 15 polyclinics. Over 350,000 people have participated in a literacy campaign. Almost 90,000 women have received training in housekeeping and 27,000 women have participated in microcredit programmes. In the battle against erosion about 55,000 kilometres of soil bunds have been constructed and 214 million tree saplings have been distributed. Every year more than 450,000 schoolchildren attend schools built by *Menschen für Menschen*.

Short video "THE Bet – Karlheinz Böhm and YOU" at <https://youtu.be/YZDZWxO5Gck>

Simple donations by Easy-Tool at [www.DIEWette2018.de](http://www.DIEWette2018.de) and [www.thebet2018.eu](http://www.thebet2018.eu)

Share: #DIEWette2018 #Thebet2018

## **About *Menschen für Menschen***

The *Menschen für Menschen* Foundation has been providing aid for self-development in Ethiopia for more than 37 years. In so-called integral rural development projects in cooperation with the local population, the Foundation dovetails measures in the fields of agriculture, water, education, health and income. The development aid organization was founded on 16 May 1981 by former actor Karlheinz Böhm († 29.5.2014) with his legendary bet in the TV show "Wetten, dass...?" Every year since 1993 the Foundation has been awarded the donation seal of the German Central Institute for Social Affairs (DZI). Project work is currently being implemented in twelve project regions with over 700 permanent employees, almost exclusively of Ethiopian origin.

## **Information about *Menschen für Menschen* can be found here:**

[www.menschenfuermenschen.de](http://www.menschenfuermenschen.de)

## **Visit us in the social networks:**

Facebook, Twitter, YouTube and Instagram

## **Donation account**

*Menschen für Menschen* Foundation

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Karlheinz Böhms Äthiopienhilfe

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