



YOUR CHILD IS INVITED TO BE PART OF A HISTORICAL ART PROJECT BASED ON KIDS HELPING KIDS.

The children in Lofoten are representing Norway in the first ever human alphabet photographed with thousands of kids around the world.

Letter "H" in Reine Fjorden

ABC Charity are inviting your child's school to an inspirational event when the letter "H" will be created by 515 children, as a part of the first ever human alphabet photographed with thousands of kids. After the picture is taken there will be a fun event for the children thanks to the local community, Norwegian and Swedish sponsors. The event includes entertainment, performance, photobooth, music, snacks, inspirational speech and giveaways. Taking the picture takes about 30 min and the whole event will be approximately 2-3 hours and is free of charge for the school and the children.

ABC Charity "Letters Of Compassion"

The letter created by the children are sold as photoart in a limited edition in the ABC Charity web shop. A minimum of 90% of the sales goes to charities supporting children's education and wellbeing both in Norway and the other countries the letters are produced.

Picture and film usage

The event will be well documented by both ABC Charity photographer and national press. The children will be photographed both in the letter formation and close up while playing.

To increase the sales of the letter and create awareness around ABC Charity we encourage parents, schools, sponsors, the local community to share the pictures and tag yourself or your children in the pictures. The pictures will also be published in media and shared in social media by both ABC Charity.

By signing this indemnity form you agree that your child is allowed to participate in the production of the letter "H" and that ABC Charity and the photographer Filip Cederholm are allowed to use the pictures and the film material taken of your child with no restrictions. We truly look forward to co-create the letter "H" with you and your child.

Special thanks

We would like to give a special thanks to all the schools, local companies, supporting parents, the generous and welcoming community in Lofoten, Norwegian and Swedish sponsors, mayor Lillian Rasmussen in Moskenes, vice mayor Laila Jusnes and the local ABC Charity ambassador Runhild Olsen for your endless support and contribution the making this event possible. It is a great honor to collaborate with you making this event the best possible for the children in Lofoten.

Colorful and warm clothing

We would love the children to be dressed in colorful clothes to make the pop out in the picture, also make sure they are dressed and prepared for the weather in Lofoten.

For more information please visit:

Facebook Event: www.bit.ly/ABCcharityLofoten

Facebook: www.facebook.com/abccharity.org/

Hemsida: www.abccharity.org

Instagram: www.instagram.com/abccharity/

Child's name

Date of birth (Year/month/day)

Parents name (printed)

Parents signature

Date signed

ABC Charity

Charity Organization number 802471-5131 Swedish Tax Agency

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