

## Official presentation of the

### Prepaid voucher for the "Croisière du Coeur" tourist stay

#### FAI launches the "Cruise of the Heart" - 2007 edition

**Abidjan (24.08.2007) - Following the launching ceremony of the "Croisière du Coeur" program (2007 edition) last month at the Casino of the Hôtel Ivoire, which aroused the interest of development partners, the AMAN-International Foundation (FAI) organized a press breakfast with tourism professionals to officially present the "Croisière du Coeur prepaid tourist voucher" this Friday at the Sofitel Hotel in Abidjan. This event which respects the deadline of one month that this humanitarian organization has set for itself since the official launch of the program was welcomed with great enthusiasm by the competent structures because of its innovative vision of tourism in Côte d'Ivoire.**

Indeed, the "Heart Cruise" whose 2007 edition is sponsored by the Minister of Solidarity and Victims of War and organized in close collaboration with the Ministry of Tourism and Handicrafts as well as Côte d'Ivoire Tourism reconciles these two environments through its theme "**Solidarity Tourism and Humanitarian Aid**" for the great benefit of this country which is coming out of crisis and which is in the process of reconstruction.

"To be in solidarity is said of people bound by an act of solidarity as such today. I am talking about all people of good will who feel bound by a common responsibility for all Ivorian citizens, especially for the disadvantaged. Love is a living source of humanity. Humanitarian aid is that which aims at the good of humanity. In this sense, I would like the strength of the heart of each of you to unite with the needs and desires of the poor in your country! Life is a journey according to the great writer Marcel Proust. Tourism, even if considered as an industry, will always be a useful and invisible 'export'! As for me, I want there to be - in Côte d'Ivoire, today and tomorrow - a common journey towards security and peace for the happiness of all Ivorians. For this, I have also committed myself in every possible way to the FAI since 2003", how Professor Dr. h. c. Bernd-Dieter FRIDRICH, the Director of the FAI Board of Directors, addressed a missive on the occasion of the launching of the second edition of the "Heart Cruise" at the office of the AMAN-International Foundation in Abidjan.

During his presentation on this major program, the AMAN-International Foundation insisted on its goal which is to offer dream moments to Ivorian and foreign tourists while giving them the opportunity to contribute to the well-being of disadvantaged populations. The "Heart Cruise" comes at the right time to present the Ivory Coast in a new light.

It is on this fact that the Director of Côte d'Ivoire Tourism, privileged partner of the AMAN-International Foundation (FAI) on this program, has maintained the assistance on the scope of the "Heart Cruise" on tourism in this country which his structure is responsible for animating and making more flourishing under the supervision of the Ministry of Tourism and Handicraft.

Then the highlight of this event was, in this case, the official presentation of prepaid vouchers for tourist stay "Heart Cruise". The vouchers, valid for 10 months, will allow couples to stay in beautiful tourist sites selected for the quality of their services for two days in full board. Giant specimens were presented to the audience and offered to the first users, the Founding President of the AMAN-International Foundation (FAI), Marie Ginette AMANI, the Minister of Solidarity and War Victims, Louis-André DACOURY-TABLEY, and the Minister of Tourism and Handicrafts, Sidiki KONATE.

Thus was officially given the kick-off of the "Heart Cruise" for its practical phase.

Finally, the guests were invited to a cocktail that ended the ceremony.