



Het Glazen Huis

# Cas di Glas



Charity Fund Raising

# One Island | One Voice!



KONINGIN  
WILHELMINA  
FONDS



September 29th till October 3rd, 2010



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# Cas di Glas

## One Island, One Voice!

*The Concept* - September 29th till October 3th, 2010



A united Aruba, joining forces and linking hands in the battle against breast cancer, that is the serious note behind four days of spectacular fun at the upcoming Cas di Glas (House of Glass) happening. The event will take place from September 29 thru October 3rd in front of the CILO City Lounge in the Renaissance Marketplace. Four days of music, dance, sports, information and fun will generate the funds to pay for a mobile breast cancer screening unit. That is the ultimate goal for Aruba's first-ever Cas di Glas: a mobile unit so that every woman can get herself tested. Aruba has a very high percentage of breast cancer patients; higher even than average world-wide.

The Cas di Glas is an internationally well-known concept in which a number of courageous deejays stay inside a glass house for days on end, living on fruit and vegetable juices and working their tails off for a good cause. On Aruba that is the Koningin Wilhelmina Fonds (KWF), the cancer foundation that assists, informs and helps patients to cope with their disease. Not only breast cancer patients are welcome at KWF; the door is open to all cancer victims on the island. The deejays are Cool FM's DJ101, Jean Carlo and TeleAruba's Siomara Everon. The three local celebs will be doing interviews, playing songs and help raise money to be able to buy the AWG. 450,000 Mammogram machine with van that allows physicians in Aruba to detect breast cancer in an early stage.





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# Cas di Glas

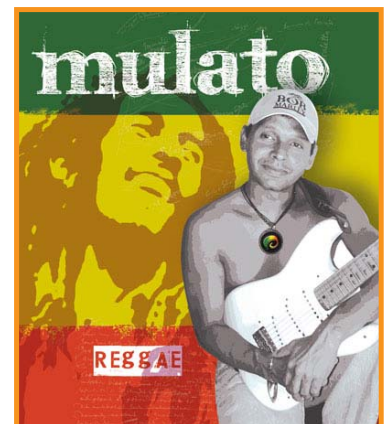
## One Island, One Voice!

*The Concept* - September 29th till October 3th, 2010

Peter Ballière, president of the Clown Doctors of Aruba foundation, has come up with this wild idea of having a Cas di Glas on Aruba. Together with Esmeralda Schotman, Alfons Linders of Media Services International, Alex Ponson of Cool FM, Kim d'Hont of CILO, Thaisse Erasmus and Heleen Bongers of Clown Doctors and Lilian Prince of Koningin Wilhelmina Fonds Aruba (KWF), he is now making his vision a reality. He is getting amazing support from local firms and businesses, who are all enthusiastic about supporting such a worthy cause.

So what will be happening during the four days of serious fun at CILO? Well, the program is as follows: on Wednesday, when the deejays will enter their new home, an Aruban evening with a superstar singer and a fantastic local band from the '70s is planned. Booths with all kinds of information about health and medical issues, about nutrition and much more will be manned and a sports arena will have daily demonstration matches of Aruba's top football, volleyball and beach tennis players. A casino/horeca beach tennis night tournament will see to it that this group will not be forgotten either.

Reggae sensation Mulato from Venezuela will be performing on Thursday evening together with a surprise act from a famous colleague. Friday night is reserved for an international top deejay and Saturday night for Zissles; they will put on a Studio 54 show especially for this occasion. Dancers and singers will put the show live on stage in front of CILO. On Sunday evening, when the total amount of this incredible telethon-type event will be revealed and the tired deejays can finally leave their house, an internationally top act will perform live for a super spectacular finale of the event.





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*The Heroes* - September 29th till October 3th, 2010

Inside the house, two deejays and a television personality are going to do their utmost to get the entire population of Aruba and its visitors involved in a united effort to raise money. These three heroes will stay in the house for four days and during that time will only consume fresh fruit juices. They proudly offer their appetite up for charity!

### **Albert Vrolijk "DJ 101"**

Already 13 years in the radio business, of which 5 years at Cool FM, this radio celebrity and born entertainer is on the air every day from 5 to 7pm playing the hottest hits at 98.9FM!

### **Siomara Everon**

Siomara has worked for radio stations in Aruba with passion before she made the jump to television. Currently she is the host and producer of the breakfast show Nos Mainta at Tele Aruba that airs from 9 to 11am.

### **Jean Carlo Espinal**

With 10 years of radio experience beneath his belt, this personality completes the crew of Cas di Glas 2010. Experienced in entertaining and event planning, Jean Carlo is the star at Cool FM daily from 7 to 9pm.





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*The Activities* – September 29th till October 3th, 2010

The event will take place from September 29 thru October 3rd in front of the CILO City Lounge in the Renaissance Marketplace. Four days of music, dance, sports, information and fun will generate the funds to pay for a mobile breast cancer screening unit. The audience is welcome to join and to display their own initiatives for raising funds for this good cause.

- |                     |                  |
|---------------------|------------------|
| Live concerts       | Auctions         |
| Open podium         | Fancy fair       |
| Fashion show        | Cocktail party   |
| Sports events       | Info stands      |
| Cultural events     | Kids program     |
| Dancing workshops   | Lounge party     |
| Demonstrations      | BBQ              |
| Theater show        | Big screen       |
| Games               | Terrace          |
| Fitness for charity | Lounge           |
| Exhibitions         | And much more... |

No entrance fee for any of the activities.



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### MAIN SPONSORS

CILO City Lounge  
Cool FM  
Mexim  
Elite  
KLM / Martinair

### CHARITY

Koningin Wilhelmina Fonds  
Clown Doctors Aruba

### SPONSORS

Divi Resorts  
Power Systems Aruba  
Art & Design  
Media Services International  
Zissles  
Renaissance Marketplace  
Taste of Belgium  
Pro-tec  
Digicel





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*The Support* - September 29th till October 3th, 2010

### PEOPLE

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### FOUNDATION CAS DI GLAS

Aruba Bank: 450000  
Caribbean Mercantile Bank: pending  
RBTT: pending

Website: [www.casdiglas.com](http://www.casdiglas.com)  
Email: [info@casdiglas.com](mailto:info@casdiglas.com)  
Facebook: cas di glas

Date event:  
Wednesday September 29th at 6:00pm  
till Sunday October 3rd, 2010 at 6:00pm

Location:  
Parking lot Renaissance Marketplace  
in front of CILO City Lounge

After party:  
Monday October 4th (5:00pm till 8:00pm)  
CILO City Lounge