



Luxury Hotel with solidarity

The Lido Palace in Riva del Garda (TN) joins the biggest VIP event in the world, designed to raise funds for the causes supported by Global Charity Trust

In the age of global ice bucket drenchings and all the controversy in Italy about the relationship between exhibitionism and presumed solidarity, it seems that there are really useful gestures, able to offer practical help to those who need as well as luxury that not everyone can (or wants to) afford. And this time, indeed, for the third time, as the one we are talking about is an initiative that comes after two successful editions - it is the luxury industry in Trentino that is getting involved to debunk the myth that the gold-plated world reserved for VIPs shines a light that casts a shadow on his surroundings. The **Lido Palace** in Riva del Garda (TN) gets involved with the aperitif by the house barman Domenico Zanotti, piano by Marco Gentile and with the design of a signature menu by Chef Giuseppe Sestito, at **The Global Party**, the largest non-profit global event, now in its third edition, which will take place in September 2014 at the same time in various cities around the world and will involve the finest galleries, restaurants, hotels, high-profile brands and locations. For the Trentino edition, the initiative will take place on Tuesday, **September 16**, at 7:30 pm, at **Vivere Suites and Rooms**, a design boutique hotel 5 kilometres from Lake Garda, and includes the participation - in addition to the two accommodation structures - brands of the calibre of **Cantine Ferrari, Arcese Trasporti and Coast to Coast Torbole**.

"The Global Party" aims to raise funds for the charity The Global Charity Trust, which in turn, will donate half the money to the local centre Pro-crea, specializing in the treatment of infertility that has swiftly become a reference point for their high professional standard in scientific research and for their results. The remainder of the proceeds will go to support one of the hundreds, of associations, charities and causes that already have the support of Charity. The event, which is adhered to by many big names among Luxury hotels, boutiques, museums and even the Orient Express, has been called "the world's largest invite-only VIP charity event" and, in previous editions, has been able to collect more than 1.5 million British pounds.

The program for the evening of September 16 is still being defined.

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