

AMERICA FOR  
BULGARIA  
FOUNDATION

Special Alert - May 5, 2017

American  
optimism  
meets  
Bulgarian  
potential

TV Stations, Architects,  
A Tennis Pro and You...  
What Do They All  
Have In Common?

## Pirogov Needs Heroes... We Know Where To Find Them!



Little Heroes  
Are Everywhere...  
Even on TV!



"Little Heroes" set a new record! The main Bulgarian television stations signed on as partners to support the "Little Heroes" fundraising effort. Nova Televizia, bTV, Bulgarian National Television, Bulgaria On Air, Bloomberg, and BiT are providing advertising time free-of-charge showing the

Don't Even Try  
To Resist  
This Story...



This is how our media partners at Nova Televizia tell the story of our shared cause: "Grigor Dimitrov - helping Pirogov". Bulgaria's top tennis player supports the "Little Heroes" campaign. The goal is to make the children's ward at Bulgaria's largest emergency hospital a place that is educational and

Watch out!  
Goodness Can  
Be Contagious



When word gets out, goodness spreads quickly. That's no surprise to us, but we are really keen to share the news with you. We are delighted that the big heroes of the "Little Heroes" are the many individual donors. They've been in touch with us, telling their personal stories that inspired them to

campaign video. This is a significant breakthrough reflecting the growing support of media in fundraising initiatives.

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enjoyable for the young patients. You can see the full story as shown on Nova Televizia's main news bulletin.

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show their gratitude to the professional team at Pirogov.

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## Pirogov Kids Need More Heroes... Please Share This With A Friend.

The "Little Heroes" story deserves to be told...  
And we need you to be a Hero. Be a part of this.  
Please share this message with a friend!

[Click Here](#) To Send This To A Friend 



## What Happens When Thirty-Two Brilliant Young Minds Try To Solve A Tough Design Challenge?

The big winners of Pirogov's "Little Heroes" competition are now known. In an extremely short time, the competition for ideas for the interiors of the children's ward at Pirogov Emergency Hospital, held by the City Academy and America for Bulgaria Foundation attracted 32 participants, representatives of seven Bulgarian and three foreign universities, who came up with a total of 22 projects. Big competition for the "Little Heroes"!

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