

The Sir Peter Ustinov Foundation launches campaign for better education across the world | 15-year-old German opera talent Sophie Schwerthöffer appeals to the global community with her song *Children of the World*

100,000,000 children worldwide do NOT have access to education, warns the Ustinov Foundation | The song *Children of the World* was released on March 24th, appealing to the global community to help in this severe global tragedy | Each download at *iTunes*, *Amazon* and *Google Play* contributes to the development of multiple education activities worldwide

Frankfurt, Germany, 25.03.2015 – Igor Ustinov, son of Sir Peter and chairman of the Ustinov Foundation, explains: "Education is the key to a more peaceful world with less prejudice. If 100 million children worldwide have no access to education – and this figure continues to increase –, this is worrying because lack of education exacerbates other serious world problems such as poverty, disease and conflict."

To call the world's attention to this grave situation the Ustinov Foundation started the *Children of the World* campaign in the forefront of the annual UN World Education Forum in South Korea in May 2015.

The song was composed by the well-known German songwriter Jan-Eric Kohrs who used to work for stars like Sarah Brightman or Alannah Myles. *Children of the World* was sung by Sophie Schwerthöffer, a 15-year-old outstanding opera talent from the German *Ustinov Opera School*. The song can be downloaded at *iTunes*, *Amazon* and *Google Play* from March 24th. A minimum of 50 cent per download goes to the *Ustinov #GiveSchool Initiative* which supports a worldwide *Ustinov World School* network to grant access to education and creativity. The campaign trailer and further information about the *Children of the World* initiative can be found at www.ustinov-foundation.org.

The young high school student Sophie Schwerthöffer from Dorsten, Germany, says: "Without the Ustinov Foundation we could have never afforded my continuous voice training. However, compared to the many, many children around the world who have no chance to receive an education at all, I feel extremely privileged. So I'm happy to give something back and hope that I might be able to help these children a little bit with the song *Children of the World*."

Igor Ustinov adds: "The Children of the World campaign is the *Ustinov* way to draw attention to a serious topic. Never by attributing blame. But in a positive and engaging way that instills energy, support and happiness in others." Therefore the *Children of the World* appeals to people more widely to actively support any kind of local or international education project. Change can only be accomplished when people come together for a common purpose.

Igor Ustinov explains: "The Millennium Development Goal of the United Nations that all children should have access to Primary Education by 2015 is a distant memory. At the World Education Forum in May 2015 education leaders from across the world will come together to agree on a joint position for the post-2015 development agenda for education. With an increasing number of children having no access to education, it is crucial that we remain focused on rectifying this. Let us not forget that education is the key to a world with less poverty, less diseases, less pollution, and perhaps most importantly, fewer conflicts. Ahead of this important conference in May the Ustinov Foundation aims to ensure with the *Children of the World* campaign to reach as many people as possible across the globe to support this fundamental goal."

More about projects and other activities at www.ustinov-foundation.org.

About the Sir Peter Ustinov Foundation

The Sir Peter Ustinov Foundation, based in Frankfurt, Germany, was founded in 1999 by Sir Peter and his son Igor Ustinov who still chairs the charity arm of the Ustinov family to this day. In keeping with the spirit of Sir Peter and the values of the Ustinov family, the work focusses on granting children – irrespective of their cultural, social, religious or financial background – a chance of an independent and optimistic future primarily by granting access to education.

The song *Children of the World* combines the two core project areas of the Ustinov Foundation – Help for children in need, primarily through access to basic sustainable education, and the support of young creative talents without means through access to professional training opportunities.

In its overall education approach the Ustinov Foundation jointly with the **Ustinov College** in Durham, England (www.dur.ac.uk/ustinov.college), as well as the **Ustinov Institute** in Vienna, Austria (www.ustinov.at), fully supports the research and the efforts to decrease prejudices. For Sir Peter Ustinov prejudices are the origin of all conflicts and only education offers the key for an open-minded, more peaceful world.

For more information about the *Children of the World* campaign, the Ustinov Foundation or if imagery is needed, please contact Mrs. Saskia Winkelmann, PSM&W Kommunikation Frankfurt, Germany, Tel. +49 (0)69 970705-40, ustinovstiftung@psmw.de