

'Take Heart India Graduates and Celebrates with a Coming-of-Age 'Cocktails and Cabaret' Themed Ball

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Press release from: [Take Heart India](#)

Agency: **Societas**

For the past three years Take Heart India has been one of the UK's only entirely student run charities. This year Take Heart has graduated and extends its organisation to embrace many of the country's leaders of tomorrow.

The charity's director and event organiser, Lucian Tarnowski says: 'This year Take Heart has graduated! As our student supporters move from UK's most prestigious universities to top industry careers new doors of opportunity are being created for our organisation. However, Take Heart remains true to its core values. We do not employ a single person, which means 100% of proceeds are still directed to those in most need.'

Take Heart has completely funded the building of an IT and English language school in rural India. Take Heart projects support its parent organisation founded by the legendary Baba Amte, who Gandhi dubbed 'Conqueror of Fear'. His Holiness the Dalai Lama is a close supporter of the project.

Last year the annual Take Heart Ball was held at The Kensington Roof Gardens and its organisers were grateful to receive the support of Sir Richard Branson amongst many other people. This year the ball returns to the same venue on 26th September 2007 and takes the theme 'Cocktails and Cabaret'. Once again there is a star-studded line up of live music and performances, which will be announced in early September.

Take Heart Ball Committee member Melissa Sterry who is CEO of creative communications consultancy Societas, is providing PR support and artist liaison services for the event said 'The ball attracts a loyal following of London's socialites annually and raises ever-increasingly large amounts to help fund Take Heart's vital work in India. The timing of this year's event is especially relevant as it fits in with London's 'India Now' festival, which is designed to celebrate the strong ties between the capital city and India'.

This year Brave New Enterprises is giving support in various forms to make the ball happen. Brave New Enterprises is the responsible business consultancy also run by Take Heart's director, Lucian Tarnowski. On this issue Lucian has said 'it is an honour for Brave New Enterprises to have the opportunity to support a cause that is so close to my heart. Brave New Enterprises helps businesses prepare for the future; Take Heart gives many less fortunate people a future. It is therefore appropriate for Brave New Enterprises to support Take Heart.'

Dress code: 'Cabaret & Cocktails' – anything goes so long as it creates visions of the jazz age, 'show-time' or stylish soirees where the vodka martinis are flowing. For the best dressed guest there is a prize sponsored by Societas of a Key-2 Luxury keyring.

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Founded by Count Arthur Tarnowski in 1962 Take Heart is a visionary charity that has provided aid and rehabilitation to the physically handicapped people of rural India. Himself disabled and wheelchair-bound by Polio in his late twenties, Count Arthur Tarnowski set-up Take Heart having visited India on a two year expedition to assess the plight of those with disabilities

throughout rural Asia for the Readers Digest. After meeting the legendary Baba Amte, Count Tarnowski set up Take Heart in partnership with Anandwan and the World recognised Maharogi Sewa Samiti (mss.niya.org); the institution founded by Baba Amte.

[You can find this press release here](#)