



Special Alert - April 5, 2017

American optimism meets Bulgarian potential

Little Heroes Needs A Hero. Is It You?



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

Grigor Is The First Hero Of "Little Heroes"



We're happy to announce Grigor Dimitrov is supporting Pirogov's "Little Heroes" and is the project's patron. America for Bulgaria Foundation and its partners are joining efforts for a socially meaningful cause to make a difference for Bulgaria's children.

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Can Color And Friendly Design Help Heal Kids?



The conceptual design takes young patients into a magical world. The architect behind [Muzeiko](#) will implement the colorful vision from the science museum to transform the children's clinics of Pirogov Hospital. See how design improves medical outcomes.

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How Can You Be The Ultimate Hero?



For every DMS Lev donated, America for Bulgaria Foundation will match it. Lev to Lev up to BGN 100 000 from ABF. The more you give, the more ABF gives. Will Pirogov be able to raise BGN 100 000 for the Foundation to match?

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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](#)

Grigor Dimitrov Is Not Just A World Class Tennis Player... He's Our Hero!

This is Grigor Dimitrov. This is not just Grigor Dimitrov, the exceptional Bulgarian tennis player. This is Grigor Dimitrov, the exceptional Bulgarian tennis player who is the patron of the Pirogov "Little Heroes" initiative. ABF thanks Grigor for his trust and his big heart. You also can be like Grigor... Everyone can have a big heart for socially meaningful causes. [Click Here](#) To Learn How To Donate.



[Watch video](#)

How Can You Join Grigor And Be A Hero, Too?

For every DMS Lev raised, America for Bulgaria Foundation will match it. Lev to Lev up to 100 000 BGN from the ABF. The more you give, the more ABF gives. Will Pirogov be able to raise BGN 100 000 for the Foundation to match? Do you want to be a part of it? With a DMS text message PIROGOV you can be a hero for "Little Heroes." For subscribers of Telenor, VIVACOM, and Mtel, your text to the DMS will be a donation in the amount of BGN 1.

[CLICK HERE](#) to help the children of Bulgaria



Try To Guess Which Companies Were First To Help "Little Heroes"... On April 4th, We Announced Them To The World!

"Little Heroes" expands on the current reconstruction of Pirogov Hospital's children's wards financed by the Ministry of Health. The "Little Heroes" interior transformation will add a colorful and educational environment financed through support from ABF and corporate partners IKEA, UniCreditBulbank, AstraZeneca, City Academy, Tribal Worldwide, Happy Bar & Grill, Walltopia, Hewlett Packard Enterprise, and LHSA + DP/New York, and media partners BNT, Bulgaria On Air, and Bloomberg TV.

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