



AMERICA FOR
BULGARIA
FOUNDATION

Won't work?
Watch it happen!
July 2025

Peya, resident of Sofia Zoo. Adopted by Payhawk. Stares down doubt for a living.

Dear Friends,

"That won't work."

We've all heard it. But the people in this month's stories don't just ignore those words: they turn them into fuel. For them, "No" is often just the start of a new idea, a new path, a new spark.

Meet the woman who built a palace for children's dreams. The tech leader who's not chasing unicorns: he's building them. The keeper of memory who cleared a path through silence. And the village that proved everyone wrong—and then invited the world in.

Get ready for a dose of what's possible.

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Local heroes



From Farmland to a Stage for the World: How Kurtovo Konare Found Its Voice

What happens when a village with "no potential" rolls up its sleeves, gathers its people, and proves everyone wrong?

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Mihail Is Turning Belene's Silence into a Living Memory of Communism's Victims

On an island once silenced by fear, a stubborn local cleared the path so memory could speak and dignity could return.

[FIND OUT MORE](#)



Blagovesta Tsenova from Ruse, Who Built a Palace for Children's Dreams

She turned a quiet dream into a palace of wonder – where children experiment, create, and discover who they are.

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Spotlight on business



Hristo Borisov, Payhawk: The Financial Hawk with a Vision Beyond Profit

He left comfort behind to build boldly, lead fiercely, and show that purpose isn't a tradeoff, it's a growth strategy. Meet Hristo Borisov, cofounder of Bulgaria's first unicorn.

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Discover Hidden Gems Across Bulgaria

Ever dreamed of floating over the Danube Plain in a hot-air balloon? Or biking rugged backroads, meeting rebellious tapestry weavers, or hearing firsthand stories from survivors of communist labor camps? Our new visual guide together these and other unforgettable experiences from the Foundation's tourism partners – mostly in Northern and Northwestern Bulgaria, but not only. Dive in, explore, and get inspired: <https://us4bg.org/tourism-projects/>

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Sending warmest regards,

Your friends at the America for Bulgaria Foundation

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