



Royal Wedding

Sports - Flowers

Media coverage

newsletter - special edition

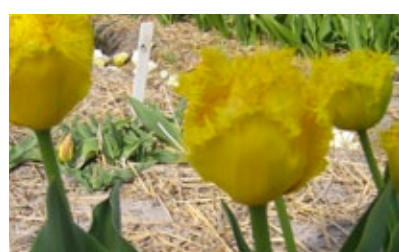
The Royal Wedding of his Majesty the King of Bhutan to Ashi Jetsun Pema was a historical occasion in Bhutan. The three days of celebration on 13, 14 and 15 October 2011 brought many people together throughout the country.

A Dutch delegation travelled to Bhutan from 8 to 16 October to present gifts to the Royal Couple and to cover the Royal Wedding for the Dutch Public. 6 bhutan+partners newsletter reported about the memorable event.

nr. 07 / 24 nov 2011



The queen of Bhutan may choose one of these tulips and if she agrees the tulip will be officially named *Queen of Bhutan* in spring 2012.



Royal Wedding

Preparations for the Royal Wedding had already begun when Henk de Jong, bhutan+partners, visited Bhutan in June/July 2011. Henk reacted spontaneously to the requests by ROM and BOC to report about the wedding in the Netherlands and to contribute to the celebrations with a sports activity in Bhutan.



A sportive press delegation was formed in the Netherlands with:
Erica Terpstra - former Olympic medalist, former Member of Parliament, minister for Public Health Welfare and Sports and president of the Dutch Olympic Committee
Marianne Vos - Olympic medalist and world champion cyclo cross
Lem van Eupen - chairperson bhutan+partners, deputy director Radio Netherlands Worldwide
Matthijs de Jongh - board member bhutan+partners, director at KesselsKramer
Henk de Jong - director bhutan+partners
The delegation travelled to Bhutan from 8 to 16 October 2011.



Sports - Flowers

Marianne Vos conducted clinics to youth members participating in the Sport Coalitions in Action program in Chang Jiji and to advanced cyclists through BOC. The two groups participated in a tour on 11 October 2011 from Paro to Thimphu with Marianne Vos to celebrate the Royal Wedding. It was a very impressive event for the youth and good experience for the more advanced cyclists. Erica Terpstra supported the youth and encouraged them not to give up but to respond to the challenges and fight for the result. Marianne Vos, Erica Terpstra and Henk de Jong were interviewed by BBS about the sports program in Chang Jiji, which is financed by the Dutch Ministry of Public Health, Welfare and Sports. The program for unemployed youth uses sports as means to learn life skills and principles such as tolerance, cooperation and respect. The program creates opportunities in terms of inclusion, employment and empowerment. The program is coordinated by bhutan+partners and executed in Bhutan by YDF and DYS.



The World Horticulture Expo Floriade 2012 and the International Flower Bulb Centre, supported by the Dutch Embassy in New Delhi and bhutan+partners, sent 4000 yellow and orange tulips as a gift to the Royal couple and seek permission to name one new tulip 'Queen of Bhutan' in spring 2012. Erica Terpstra handed over a selection of bulbs representing the 4000 tulips that arrive in Bhutan on 26 November. She also handed over an envelope with photographs of newly developed tulips from which Her Majesty the Queen may choose one to her liking to be named 'Queen of Bhutan'. The Dutch Consul in Thimphu Ms Phuntshok Chhoden Tshering in the presence of the Dutch Ambassador Mr Bob Hiensch received the flower bulbs to be handed over to the Royal Couple.



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Media coverage in the Netherlands

All delegation members generated news items about the Royal wedding, sports and Bhutan in the Dutch Media, through articles and interviews.

National Radio - 5 interviews, coverage 1,200,000

TV - 5 interviews/reports, coverage: 3,490,000

Magazines/newspapers/websites - 17 articles, coverage over 3,500,000

Twitter - 16,000

bhutan+partners prepared 6 newsletters about the sports activities and the Royal Wedding.

We are grateful for the support of the officers and RGOB departments involved in all arrangements for the press. All procedures and logistics were well-organized and contributed to easy access and valuable information about the Royal Couple and Wedding celebrations.

The Royal Wedding was a historic and important event in Bhutan. We wish their majesties, the King and Queen of Bhutan a long and happy future together with the people of Bhutan.

Henk de Jong
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