

## BREATHE FESTIVAL 2010

The Breathe Foundation is proud to announce the completion of [Breathe/Respira Brazil](#) event ran over the 15th to 25th of May in [Itacare](#), a small town in the heart of the highly endangered Atlantic Rain Forest region of Bahia State.

The Breathe Foundation is a Zurich based non-profit organisation that creates events, film, medias and campaigns about the current social and environmental challenges. Its founders derive from the young and vibrant action sports community with a high consciousness for direct action initiatives. Led by its President, one of the world's most acclaimed freeride snowboarders, Swiss [Nicolas Mueller](#), and run on a daily basis by action sports industry veteran, Australian [Drew Stevenson](#).

The BREATHE FESTIVAL is a unique youth festival mixing music and art, with sports activities, workshops, field trips and excursions as well as direct action projects.

In terms of direct action programs, the construction of the [Crème Skate Bowl](#) has been completed at a local beach, giving the young local children and youth a great skate park to perform and gather. Furthermore the construction of the [Atlantic Rain Forest Institute](#) foundation house in partnership with the [Association For Conservation](#), is still ongoing.

The Breathe Seminar Sessions presented by [Swatch](#) added to an intensive 10 day [program](#) attended by visitors, experts and scientists, athletes and artists from all over the world.

[Joseph Schoeninger](#) was invited to hold the keynote speech of the festival as well as a workshop about Cradle-Cradle Design.

„I have travelled to many exotic places as a waterman, surfer and executive in the boardsports industry. But the abundance of the Rainforest in the Bahia Region has blown me away. The richness of its precious land and habitats, the vast and wild beaches, the smiles of the kids and children were just inspiring. There are a lot of educational efforts to do in the future to help preserve the Atlantic Rainforest, invest into truly sustainable tourism and agriculture in this region and get the youth in Brazil a better future. I was also very pleased to explain the Cradle-Cradle Design work and efforts to the assembled media, opinionleaders & visitors.“



Joseph Schoeninger, Cradle-Cradle Design Presentation at the Swatch Beach House

See more infos and videos at [www.breathefoundation.org](http://www.breathefoundation.org)

In September 2010 a film documentary about BREATHE 2010 will be released in theatres in Switzerland, Austria and Germany.