

Conchita, Herbert Föttinger, and young Austrians as Life Ball ambassadors

Vienna. For the 25th anniversary of Life Ball and its homage to *The Sound of Music*, a Life Ball family was cast. The individuals will be ambassadors for the Life Ball events throughout the year and the important causes they highlight. They will also participate in the Opening Ceremony on Saturday, June 2, 2018. In addition to Conchita as Fräulein Maria, actor and theater director Herbert Föttinger will play the role of Captain Georg von Trapp. The family choir is completed by Vera Doppler as Liesl, Markus Freistätter as Friedrich, Zoe Straub as Louisa, Nathan Trent as Kurt, Verena Altenberger as Brigitta, Rose Alaba as Marta and Missy May as Gretl.

The heart-warming, relatable story of the von Trapp family – their bond, music and dramatic escape from an oppressive society – is a metaphor for many current topics in today's world. The von Trapps are a perfect example of a non-traditional family as is the Life Ball cast, which also stands for inclusion, diversity, acceptance, and different ways of life.

“I am convinced that families are the foundation of life. These not only include families of people related by blood but also of people related by heart. We develop our interpersonal skills, social competence, and tolerance in this foundational environment. My wish is for a society that accepts alternative familial models – especially those of same-sex couples,” says Gery Keszler, CEO of LIFE+ and Life Ball organizer.

“It is important to stand up together for social issues, especially in today's climate where growing social apathy is threatening humanity. This is why we say ‘Together we can end AIDS’,” he continues.

The Life Ball family has its first joint appearance in the Style Bible 2018, which will be presented on January 26, 2018 at Hotel Schloss Leopoldskron in Salzburg, Austria.

Presseaussendung
January 16th 2018



Press contacts

Karin Bellmann

Head of PR & Communications

presse@lifeball.org

LIFE+ | LIFE BALL

Verein LIFE+

Werdertorgasse 1, 1010 Wien

T +43 1 5955600 - 20, F + 43 1 5955677



Verein LIFE+ | Werdertorgasse 1, 1010 Wien | T: 43 1 595 56 00 | F: +43 1 595 56 77 | ZVR: 279376 172 | UID: ATU66830147 | www.lifeball.org

Erste Bank | Kontonr.: 300 000-13131 | BLZ: 20111 | Lautend auf Verein Life+ | IBAN: AT692011130000013131 | BIC: GIBAATWWXXX