

Armenia Aid Telethon raises \$30.5 million in humanitarian relief for Artsakh and Armenia

Armenian-American community urged to continue supporting the homeland through Armenia Fund

In October 2020, in response to the urgent need for humanitarian relief following Azerbaijan's unprovoked invasion of Artsakh, the Armenian community of Southern California brought its overwhelming support to the Armenia Aid Telethon.

Aired live on October 10 for audiences across the globe, the telethon, together with numerous adjunct fundraising events throughout the community, raised a total of \$30.5 million.

The Armenia Aid Telethon was organized by Melkonian Global Overture, headed by Executive Director Arsine Shirvanyan, and a group of entrepreneurs represented by Ashot Kaluga, Alik Eliasyan, and Adis Mailyan. The telethon was produced by Meridian Productions, headed by Sevak Petrosyan and Karen Poghosyan, with the participation of Horizon TV, Pan-Armenian TV, AMGA, ARTN, AABC, US Armenia, and Armenia TV. The production consisted of an all-volunteer corps of industry professionals.

Corporate support of the telethon came from Meridian Productions, Carousel Restaurant, Raffi's Place, Old Fashion Deli and Market, and Foothill Food Mart.

Toward the goal of mobilizing the community, Melkonian Global Overture had reached out to a number of individuals and youth groups and helped them organize grassroots fundraising events

Another key aspect that ensured the success of the fundraising effort was the strong support shown by several business leaders and benefactors. At a benefit gathering of Armenian entrepreneurs, organized by Ashot Kaluga, Alik Eliasyan, and Adis Mailyan, a total of \$5 million was raised for the cause; and three major donors, including the Yemenidjian family, the Armenian Missionary Association of America, and Kim Kardashian, contributed \$1 million each.

The humanitarian situation in Artsakh and Armenia has worsened exponentially since the telethon on October 10. "We are still very much in a state of emergency," said Stepan Partamian, Executive Producer of Armenia Aid. "The war not only claimed thousands of lives and left thousands more injured, it also created a severe refugee crisis, with over 100,000 refugees and displaced persons."

"At this very moment," Partamian went on, "many displaced families, as well as families of fallen soldiers, need to be provided with shelter, food, and basic living supplies; the education of the children of refugee and displaced families needs to be secured; and soldiers who have returned home must be provided with medical and psychological care.

For all these reasons, we need the Armenian-American community to stand with Artsakh and Armenia like never before, by continuing to provide vital support through **Armenia Fund**. The very survival of our homeland depends on our generosity.”

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