

# Public Relations online und offline



## EVENTS

Our traditional **Knie Gala** took place on 13 May 2025 at Sechseläutenplatz in Zurich. The 33rd year of the charity event proved to be popular once again, and the marquee was well attended. As always, the net proceeds went to our hospitals.

On 25 September 2025, the Foundation Board invited members of the circle of patrons to a guided tour of the new Kispi – the **University Children's Hospital in Zurich**. During the tour, we were able to take a look behind the scenes and explore the family- and child-friendly building designed by architects Herzog & de Meuron. This was followed by an information session at the neighbouring research centre, which was also attended by guests from Cambodia, including Hospital Director Prof. Dr. med. Yay Chantana and his wife and colleague So Rany, as well as Vice Director Prof. Dr. med. Iv Malène and the General Director Dr. biol. Denis Laurent who, following brief speeches, had the

opportunity to chat with our guests over drinks.

## WEBSITE

The **blog by our medical students** from Switzerland continues to be immensely popular. During their elective year, they have the opportunity to spend two months working in Cambodia. They share their experiences and impressions on the blog.

You can find the posts here:

[www.beat-richner.ch/en/wahlstudienjahr](http://www.beat-richner.ch/en/wahlstudienjahr)

## DONATION MAILINGS BY POST

Beat Richner's nieces visiting Cambodia, more children injured in road accidents and a boy with cancer – in March, June, and November 2025, our donors once again received **three letters from us by post** containing fascinating stories. As ever, the majority of our donations come from private individuals. These donation letters



## Performance at Circus Knie.

Philip Robinson (left)  
and Michael Grotzer  
with Jan Reich and  
Rachel Puthukara –  
the first Swiss  
students in Cambodia.



are therefore an important fundraising tool for the foundation. We have a strong partner in **KünzlerBachmann**, who have a wealth of knowledge and extensive experience.

### NEWSLETTER

Moving photos, informative videos and unique stories about our hospitals and our work: **we send out a newsletter three times a year**. We are delighted that the topics are proving popular and that an increasing number of people are signing up to the mailing list.

The articles are a mix of medical background stories, touching children's stories, portraits of staff and information on current events in Cambodia and Switzerland. In 2025, a newsletter was sent out at the end of February, the end of May, and mid-September.

If you are interested in our newsletters (sent out three times a year) you can subscribe here:  
[www.beat-richner.ch/en/newsletter](http://www.beat-richner.ch/en/newsletter)

### MEDIA RELATIONS AND ADVERTISEMENTS

Various magazines and newspapers reported on us and our projects in 2024. The foundation also placed various advertisements to keep donors informed about current developments.

For the first time in 2025, we placed **online advertisements** on high-quality media and news portals in the Zurich region. Our advert was displayed for two weeks in April, June, and September/October. In December we increased it to four weeks. Over the course of the year, our advert was served almost 6 million times – as a result, we achieved a 33.4 per cent increase in visitors to our website compared to the previous year.

In terms of media relations, we would particularly like to mention the Swiss TV's visit to our Jayavarman VII Hospital in Siem Reap. A team from the **Puls Check programme** filmed three episodes there – for the online format popular with young people, as well as for a 'Puls' broadcast on television. Doctors Afreed Ashraf and Willi Balandies supported our staff and provided valuable assistance with the filming. Cameraman

Would you like to join our circle of patrons and get to know us personally?

You will find all the necessary information here:

[www.beat-richner.ch/en/gönner](http://www.beat-richner.ch/en/gönner)



Raphael Happel and producer Thomas Kobel skilfully captured the experience without staging anything. The result is an authentic and moving insight into our hospital. The episodes cover natural births and caesarean sections, the infectious disease tuberculosis, and children suffering from heart defects. Viewers also learn more about the two founders, Beat Richner and Peter Studer, and witness just how present, revered, and missed they still are at the hospitals today.

You can watch the programmes here:  
[www.beat-richner.ch/en/medien](http://www.beat-richner.ch/en/medien)

During Advent, we focused on stories of children and highlighted the diseases our team on the ground is confronted with. The campaign ran throughout the Advent season on our social media channels (Facebook, Instagram, and LinkedIn). We reached over 260,000 people.



You can find the three SRF episodes of Puls Check on our website.

[www.beat-richner.ch/en/medien](http://www.beat-richner.ch/en/medien)