

*EARTH* is the most intricately detailed atlas of our time. With only 3,000 copies printed in 2 collections, it is an exquisite time capsule of our world as it stands today, and is likely to be the last atlas of this grandeur to ever be produced. Beautifully presented in a leather-bound case, this hand-bound, hand-numbered, 576-page tome weighing 20 kilos and measuring 610 × 468 mm is a statement both in taste and design as much as it is a significant contribution to the arts, to cartography, and finally to Australia.

Both the UAE and Australian markets have received the Australian-created *EARTH* collections with enthusiasm, reserving a substantial portion of each of the collections. Distinguished libraries, corporations and private collectors have acquired *EARTH*, a publishing paradigm and a proud Australian initiative. After such a successful auction and impressive winning bid, *EARTH* has cemented itself as one of the most sought after collector's items in the world.

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# EARTH

## **EARTH raises \$11,000.00 for Breast Cancer Awareness at auction in Dubai**

The inaugural Australian Business Awards - Middle East, held at Jumeirah Beach Hotel Dubai on Wednesday 19th November, 2008, celebrated the finest Australian businesses and individuals in the Middle East. Hosted by Rove McManus, the event awarded recipients for their achievements in the Middle East in a variety of fields including architecture, leisure, hospitality and finance.

Alongside the awards, a charity auction was conducted in support of the *Safe and Sound Foundation-Fighting Breast Cancer in the UAE*. Millennium House, an Australian publishing company, donated number 0124 of the limited edition EARTH Royal Blue, the World's largest Atlas. As the largest and most detailed atlas ever produced, *EARTH* was the last item presented at the auction and sold after 20 minutes of vigorous bidding, raising 26,500 United Arab Emirates Dirham (AUD\$11,576) for the charity.

The entire proceeds will help educate women about the risks of breast cancer and encourage them to engage in early detection routines. The money raised from *EARTH* will increase local awareness on the importance of regular breast cancer examinations and encourage women to engage in mammography examinations.



**MILLENNIUM HOUSE**

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