

LLADRÓ RENEWS ITS COMMITMENT TO “OPERATION SMILE”

FOR YET ANOTHER YEAR, Lladró has lent a hand to organize Operation Smile by donating 150,000 dollars to help cure facial deformities in deprived children the world over. In appreciation of Lladró’s commitment to this cause, the firm was presented with a special award at Operation Smile’s 6th Annual Gala Dinner, which was held in October at the Beverly Hilton Hotel, Los Angeles, and commemorated the organization’s 25th anniversary.

It was Ángeles Lladró who handed over the check for the amount, which came from a percentage on 2007 worldwide sales of the firm’s Pulse of Africa collection. As she presented the donation, Ángeles said a few words and underlined her desire to take part in the organization’s mission Guadalajara (Mexico). Although the gala event brought together over one thousand guests, one stood out in particular: “The Queen of the Nile”. Lladró’s spectacular Haute Porcelain creation received guests with honours at the entrance to the gala.

Ángeles Lladró joins the Mexico mission

After attending her many engagements, Ángeles signed up yet again as a volunteer for Operation Smile and, a year after her trip to Kenya, set off for the mission in Mexico. A team of over 40 volunteers, made up of doctors and assorted collaborators, worked from October 4th-12th at the Guadalajara Institute of Reconstructive Plastic Surgery (State of Jalisco), to bring a smile back to the faces of 120 children and teenagers.

Ángeles took part in the mission to acquire a deep knowledge of the organization and to support its work in Spain. In Guadalajara, she was given a heartfelt welcome by Dr. Ruben Ayala, the organization’s representative in Mexico; and by two board members: Ernesto Íñiguez and Armando García. This time around, Ángeles made the trip with her husband, Víctor Yagüe. Both were deeply impressed by what they saw: “While this is always an overwhelming experience—acknowledged Ángeles—, I’m really very glad to have taken part in another Operation Smile mission.”

The operations performed were mainly for cleft lip and cleft palate, and Ángeles made it clear that she wanted to be right in there in the operating theater. Every year, some 3,000 babies are born in Guadalajara with this kind of facial deformity, which



1. Ángeles and her husband, Víctor Yagüe, with the singer Jessica Simpson, one of the organization’s ambassadors.
2. Víctor celebrates his birthday with the medical team, on the same day that he was going to be operated.
3. The medical team with the boxful of gifts that Andrea’s mother paid for and brought along for the young patients. To the left of Ángeles, Dr. Rubén Ayala and Dr. Ernesto Íñiguez.



is why the organization has one of its operative bases there. In the week that the mission was in town, the team also attended a number of patients with severe burns. While working with the medical team, Ángeles and her husband were witness to many moving scenes. Such as the little patient named Víctor, who was operated on the day of his birthday. “That day—recalls Ángeles—the doctors organized a small parade from Víctor’s room to the operating theater, with Víctor himself leading the way, proudly wearing a Maya warrior’s helmet. The celebration closed with cheers and a rousing rendering of “Happy Birthday to you” just before Víctor dropped off into a deep sleep as a result of the general anaesthetic.”

There was another very moving moment with the mother of Andrea, a little girl who underwent surgery last year. “At the time, this lady just couldn’t believe that the operation was free of charge and she kept telling us over and over again that she could not pay for it. This year, she and her daughter turned up at the mission to show us their gratitude with a box full of little gifts for the kids who were due to go in for an operation. I was really moved by the fact that she had been scrimping and saving all year to buy those presents,” says Ángeles.

