

My fellow Armenians, my name is <u>Len Wicks</u>, author of the epic novel <u>Origins: Discovery</u> which features Armenia. Actually I'm not Armenian, but since I married an Armenian lady from Yerevan, my life seems to have been taken over by all things Armenian (so I guess that makes me half Armenian)!

As I drive through Armenian villages, I notice three really startling things – many villages are terribly depopulated, people who remain are invariably poor, and they think nobody cares. I'm aware of many worthy initiatives supporting Armenia, but despite this I see a struggling nation, at least in rural areas.

Yet Armenia has huge potential. In the 21<sup>st</sup> century those who have green lands and water will be wealthy on this increasingly populated planet – and Armenia sits between arid lands. Despite being within a few hours flight for more than 500 million people and having the most incredible landscapes, historical sites and culture, tourism in Armenia is undeveloped and the nation doesn't even have a Tourism Minister!

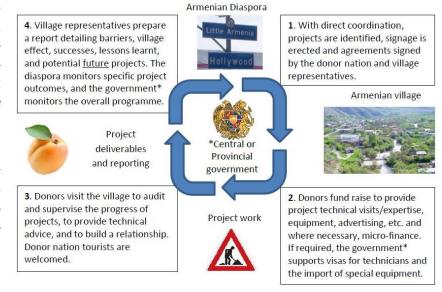
Yes I'm aware of corruption. But should we do nothing? My wife Armine and I started a plan to <u>transform</u> rural Armenia, to rebuild bridges with the diaspora, and to bring hope to people. They just need help for a sustainable economic future – one that can attract people back to rural Armenia (including the diaspora).

I sometimes hear the diaspora ask 'what about corruption'? I also hear 'I'm too busy' and 'we don't have the resources' and 'there are other projects to help'. Please allow me to explain the 'Adopt-a-Village' Project.

'Adopt-a-Village' is designed to minimise corruption with a direct relationship and transparent <u>diaspora-controlled</u> microprojects. Notice how I call them 'microprojects'? These are small initiatives that help economic self-sufficiency, and some don't even involve money.

No one expects the diaspora to fund these projects either, as the main task is simply to coordinate assistance from across the entire diaspora nation. The diaspora are encouraged to advertise Armenia and the village being adopted to enhance tourism.

So why is 'Adopt-a-Village' different?



- 1. It's a simple, <u>systematic</u> approach matching each diaspora nation with a village so <u>every</u> Armenian village has a mentor, building relationships and increasing trust.
- 2. There's no 'middle-man', so the diaspora can decide what and when to do things.
- 3. Villagers have to play their part cleaning up the village to prepare for tourism, welcoming the diaspora and regularly reporting progress.

Website: <a href="http://originsdiscovery.com/Adopt-a-Village.html">http://originsdiscovery.com/Adopt-a-Village.html</a>