

WOMEN STAND UP FOR SOCIAL CHANGE AT ANNUAL BRAZILFOUNDATION GALA NEW YORK

BrazilFoundation's 12th annual Gala New York took place on Thursday, September 18th at David H. Koch Theater, Lincoln Center. The stylish event was hosted by **Morena Baccarin**, the black-tie dinner honored women leaders and organizations that transform Brazilian communities and enhance Brazil's global reach. The program included a red carpet arrival, cocktail hour, dinner, tributes, live auction and performances followed by an after party at TAO Downtown.

NEW YORK, NY (September 19th 2014) –Last night over 500 people from the business, media, academic, diplomatic and artistic communities gathered to support **BrazilFoundation's** mission for change and a more just and equitable Brazil. This year the annual New York gala focused on advancing women's rights in Brazil with the launch of a new women's movement.

A grand theme was created this year entitled "*Celebrating Women*" and paid tribute to three women leading significant social projects in Brazil. The honorees include **Anália Timbo** of Vidança, who for 33 years has developed opportunities through cultural and educational activities in Fortaleza, Ceará, **Brigitte Louchez** of Barraca da Amizade, who has combated sexual exploitation of girls and adolescents for 20 years, also in Fortaleza; and **Maria de Lourdes Braz** of Casa Santa Ana, who created a methodology to care for seniors in Cidade de Deus (City of God) in Rio de Janeiro.

The singer **Bebel Gilberto** was celebrated with a "Global Brazilian Award", an honor that spotlights spokesmen of Brazilian culture globally – previously granted to names like **Carlos Saldanha**, **Ivete Sangalo** and **Gilberto Gil**. Also honored was **Goldman Sachs** represented by **Paula Moreira Penna** with the "International Philanthropy Award," for the "10,000 Women" project. This Goldman Sachs initiative promotes economic development through women entrepreneurs with business and management education in partnership with a network of 90 institutions.

BrazilFoundation board member and Managing Director at BlackRock, **Will Landers** was Chair of the gala along with Ambassador **Ana Lucy Cabral Petersen** as honorary chair. Co-Chairs included **Inga Rubenstein**, **Marcia Tucker**, **Mariana Zois** and **Nicky Hilton**.

Red carpet arrivals and cocktail hour began at 7:00 p.m., after attendees settled at their tables and the ceremony began with an opening performance by **Bruno Gusmão**, Capoeira Nago. At 8:30 p.m. tributes commenced led by actress **Morena Baccarin**, who stars in the series "Homeland" and "The Mentalist."

After the awards, a ballerina with Dance Theatre of Harlem, **Ingrid Silva**, performed. The dancer was born in Brazil and trained as a child with an organization similar to the nonprofits **BrazilFoundation** supports. Ingrid is connected to the Foundation by a degree of separation; her mentor in Brazil is Anália Timbo's sister.

Following the profound dance presentation, President and CEO of **BrazilFoundation**, **Patricia Lobaccaro**, announced the Foundation's new 'Women for Women' project and invited all women in the room to demonstrate their support by standing up. This moment was key in launching the new women's initiative designed to provide opportunities for women and girls in Brazil. Patricia stated "when women thrive, families thrive, and when families thrive, communities thrive". Attendees were then directed to make a pledge by filling out donation cards at their tables – photographers circulated the room capturing guests holding up their cards. The Foundation raised enough funds to support four projects during the donation card segment [\$40,000].

Next the live auction took center stage. **Phillips** partnered with the Foundation and Auctioneer, **August Uribe**, Co-Worldwide Head of Contemporary Art at Phillips called for bids on items like; a Painting by **Sarah Morris** with White Cube Gallery, Installation by **Raul Mourão**, 4 Drawings (Exclusively for **BrazilFoundation**) by **Donald Robertson**, Earrings (Valued at \$26,450) by **Yael Sonia**, Painting by **Isabella Huffington**, Box at Madison Square Garden donated by **Cameron Winklevoss**, Autographed Boxing Gloves by Muhammad Ali courtesy of Agência Pepper, 'Invisible Bike' design piece by **Lorenzo Martone** and a Travel Experience

[highest selling item \$42,500] to Hotel Fasano in Rio de Janeiro, along with an exclusive Donald Robertson Painting and Lunch with Founder of **Brazil**Foundation, **Leona Forman**.

The closing performance was Brazilian singer **Baby do Brasil**, the "earthy pop" artist took the stage to sing three classic songs and one new song created in collaboration with Stomp member, **Marivaldo dos Santos**, exclusive for the Gala entitled "Somos Brasil / We Are Brazil" which launched on iTunes yesterday (with proceeds going to the Foundation). Marivaldo is founder of social project called Bahia Quabales, a nonprofit supported by the Foundation which promotes social inclusion through music.

To conclude the action-packed evening guests received sweets from **Brigadeiro Bakery**, gelato from **A.B. Biagi** and a pair of **Melissa Shoes** before going to the After Party held at **TAO Downtown**. The party featured open bar until midnight and DJ's Gaspar Muniz and Eli Dias.

#

About **Brazil**Foundation:

BrazilFoundation mobilizes resources for ideas and actions that transform Brazil. In 13 years, the foundation has raised over \$30 million in grants that have been invested in Brazilian social initiatives in the areas of Education, Health, Culture, Socioeconomic Development and Human Rights. The funds raised enabled the **Brazil**Foundation identify, fund and monitor more than 350 social projects in 26 Brazilian states, directly benefiting thousands of people.

Contact: Sarah I. Bamford
press@brazilfoundation.org
203.912.1903