



BRAZILFOUNDATION COMMEMORATES 15 YEARS IN LIVELY NIGHT IN NEW YORK TO CELEBRATE RIO

Annual gala raises US\$500,000 for ALL FOR RIO campaign

The **XIII BrazilFoundation Gala New York** on September 17th, held at the the Cipriani, gathered 500 guests from the business, diplomatic, sport and art world. Guests included Alessandra Ambrosio, Carol Trentini, Shirley Mallman, actors Rodrigo Hilbert and Boyd Holbrook, co-founders of Facebook Tyler and Cameron Winklevoss, and more.

Fernanda Lima and Pedro Andrade were MCs for the event. Model Luciana Curtis, a supporter of the Foundation for 13 years, and Amigo Gringo presenter and NY Times columnist Seth Kugel led the auction. Carioca funk phenomenon Dream Team do Passinho, consisting of five youths from the favelas of Rio de Janeiro, opened the event with dancemoves unique to their musical style. The “cool girl”, Fernanda Abreu, closed the evening with her songs that convey the carioca life and musicality.

As Rio de Janeiro will host the 2016 Olympics, the world’s eyes will be on the city, creating unprecedented opportunities to mobilize the international community around projects and institutions that work to improve the quality of life for thousands of cariocas. With this in mind, **BrazilFoundation** officially launched at the gala the ALL FOR RIO campaign.

The event was an opportune moment to honor the people and institutions who have helped the Foundation reach its goals over the last 15 years.

Since serving as CHAIR of the IX BrazilFoundation Gala New York in 2011, an event that raised more than US\$1.5 million, carioca Andrea Dellal has been a great supporter of the Foundation. Even though living outside of Brazil for some years, she maintains strong ties with Brazil and its social causes.

A Carioca at heart, frenchman Pierre Lacaze, CEO of LCM Commodities has been the biggest supporter of the BrazilFoundation Carioca Fund for the past four years. With his support, the Foundation has been able to invest in eight organizations in Rio de Janeiro that offer professional training to help youth enter the workforce. LCM Commodities also sponsored

urban art and photography competitions in 2011 and 2012 for 32 youths from communities throughout Rio de Janeiro.

BrazilFoundation presented the International Philanthropy Award to WITNESS, an organization co-founded by Peter Gabriel in 1992 that trains and supports activists and citizens throughout the world in the use of video to promote and defend human rights. Active in Brazil since 2006, WITNESS is a partner of Coletivo Papo Reto, a **Brazil**Foundation grantee this year. The collective defends the human rights and security of residents of Complexo do Alemão de Penha, in Rio de Janeiro, and was present at the Gala to receive the award alongside WITNESS.

The **XIII Brazil**Foundation **Gala New York** was sponsored by Goldman Sachs, Bloomberg, KAR Properties, Pernod Ricard, and TAM Airlines.

About BrazilFoundation

BrazilFoundation mobilizes resources for ideas and actions that transform Brazil. Since 2000, the Foundation has mobilized over US\$ 35 million and invested in social initiatives in the areas of Education, Health, Culture, Socioeconomic Development and Human Rights. The resources raised have enabled **Brazil**Foundation to identify, finance and monitor more than 400 social projects in 26 Brazilian states, directly benefiting thousands of people.

Assessoria de Imprensa no Brasil

VERBO

Carol Bertoni

+55 (11) 3624-5307 | +55 (11) 97109-7114

carol@verboagencia.com.br

BrazilFoundation **New York Press - Contact** **Press**

+1 (212) 244-3663 | +1 (646) 657-5088

press@brazilfoundation.org