



BRAZILFOUNDATION GALA  
09|17|2015 NYC

New York, August 28, 2015  
For Immediate Distribution

### "ALL FOR RIO"

**BrazilFoundation** Celebrates Rio de Janeiro's 450th Birthday and Launches Campaign for the City

This year the **BrazilFoundation** Gala New York – an annual event that fundraises for social projects - will also be the launch of the “**ALL FOR RIO**” campaign. The campaign will mobilize the international community in support of initiatives that promote opportunity and social justice in Rio de Janeiro, as the city prepares to host the 2016 Summer Olympics.

The 13th edition of the traditional gala dinner, which gathers 500 people from the business, academic, diplomatic, sporting and artistic communities from around the world, will be held on September 17th at Cipriani 42nd Street. Pedro Andrade and Fernanda Lima will be the masters of ceremonies of the event, with special performances by Fernanda Abreu and Dream Team of Passinho.

**BrazilFoundation** has supported more than 50 projects in Rio de Janeiro and has a dedicated fund called the “Fundo Carioca” (Carioca Fund) to finance projects in the city.

Model Luciana Curtis, a supporter of the Foundation for the past 12 years, is helping lead the campaign and is responsible for mobilizing some of the most renowned Brazilian fashion designers. The designer will create exclusive pieces and collections to generate additional funds for projects in Rio. Alexandre Herchcovitch, Lenny Niemeyer, Oskar Metsavaht and Marcelo Sommer, among others, have already joined the campaign.

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