



New York, September 1st, 2015

ALL FOR RIO

Traditional Gala Will Celebrate 15 Years of BrazilFoundation and Rio de Janeiro's 450th Birthday With "ALL FOR RIO" Campaign

The **XIII BrazilFoundation Gala New York** will be held on September 17th at Cipriani - 42nd Street. The annual fundraising gala gathers 500 guests from the business, diplomatic, sports and arts world to mobilize resources for social projects in Brazil.

The world's eyes are on Rio de Janeiro as it prepares to host the 2016 Summer Olympics, creating an unprecedented opportunity to mobilize the international community in support of projects and institutions that work to improve the quality of life for the city's residents. To support this initiative, **BrazilFoundation** is launching the "**ALL FOR RIO**" campaign.

Fernanda Lima and **Pedro Andrade** will be the masters of ceremonies for the event. The carioca funk phenomenon **Dream Team do Passinho**, consisting of five youths from communities across Rio, will open the event with a show - complete with their unique choreography. **Fernanda Abreu** will close the evening with songs that translate the musicality and lifestyle of the cariocas.

The gala will also honor individuals, institutions, and partners who have contributed to helping the Foundation reach its goals over the past 15 years:

Andrea Dellal has been a supporter of the Foundation since she chaired the **IX BrazilFoundation Gala New York** in 2011, an event that raised more than US\$ 1.5 million. Despite living abroad for many years, she maintains strong ties with Brazil and is dedicated to its social causes.

A carioca at heart, Frenchman **Pierre Lacaze**, CEO of LCM Commodities, has been the greatest supporter of the **BrazilFoundation Carioca Fund** for the past four years. Through his support, the Foundation has invested in eight organizations that offer technical training to youth from Rio de Janeiro that can help them enter the job market. LCM Commodities also sponsored creative competitions in photography and urban art in 2011 and 2012 for youth from 32 communities across Rio de Janeiro.

BrazilFoundation will present the International Philanthropy Award to **WITNESS**. Co-founded by Peter Gabriel in 1992, the organization trains and supports activists and citizens around the world in the use of video to defend and promote human rights. Working in Brazil since 2006,



BRAZILFOUNDATION GALA
09/17/2015 NYC

WITNESS is a partner of **Coletivo Papo Reto**, an organization receiving support from **BrazilFoundation** this year. The youth collective defends the human rights and safety of residents of Complexo do Alemão and Penha, communities in Rio de Janeiro.

The **XIII BrazilFoundation Gala New York** is sponsored by Goldman Sachs, Bloomberg, KAR, 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 **BrazilFoundation** to identify, finance and monitor more than 400 social projects in 26 Brazilian states, directly benefiting thousands of people.

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BrazilFoundation



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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DREAM TEAM DO PASSINHO

The new "carioca funk" phenomenon in Brazil, Dream Team do Passinho is a musical group from the favelas. The five young group members - Diogo Breguete, Hiltinho, Lellêzinha, Pablinho and Rafael Mike – sing and dance in the cultural style that emerged from the Brazilian suburbs in the mid-2000's. The "passinho", which means "small step", is a fusion of funk and breakdance steps set to Brazilian rhythms like frevo and samba. The Dream Team released their first video "Todo Mundo Aperta o Play" (Everybody Hit Play) in 2013. The group also collaborated with Ricky Martin to record "Vida", which has nearly 4 million views on Youtube. Their performance at the BrazilFoundation Gala will be their first in the United States.

TEAM THAT DREAMS

The "garota de Ipanema" (girl from Ipanema) of today walks down the crowded streets so quickly that Vinicius de Moraes would fail to spot her. In fact, she does not even live in Ipanema because real estate prices are too high. She lives in the suburbs, goes to the beach by bus and exudes black power. The "Menino do Rio" (boy from Rio) swapped his dragon tattoo for a Maori drawing and flirts on Instagram. So who is the typical Rio local of today? The dancers from the Dream Team do Passinho represent this new generation in a city full of joy, talent and contrasts.

Diogo Breguete is a stylish 24-year-old living in the "Cachoerinha" favela. Married to his first girlfriend, with whom he has two children, he worked as a janitor before he could realize his greatest dream: to dance. With an accent and rhythm from the favela, Diogo enchants everyone with his simplicity, joy and kindness. Those traits shine through his eyes when he talks about his dad. Breguete can talk for hours about

the elegance and popularity of his father, who died in his arms – hit by a stray bullet in Rio's “civil war”.

With optimism and joy, Pablinho stands out in the crowd of the largest favela in Latin America, Rocinha. With a ripped body and many tattoos, his style demands attention. When he dances, the 5'4” tall boy wins fans across Brazil. But his talent goes beyond dance: he has a beautiful voice and a beautiful name - Pablo “Hneirque”. Authentic and optimistic, he started liking his name when he realized that the mistake on his ID made him unique. “How many Pablos AGÁENEIRQUE do you know? I am unique! ”, he jokes.

The only girl in the group and an actress in the TV series *Malhação*, Lellêzinha is a diva. Only 17 years old, she redefines the meaning of the word. She is a real-world diva: she lives in the suburbs of Rio, studies at a public school, rides the bus and wears her black power like a crown. Perhaps she is also a princess. And the fairy tale could not be more contemporary: she gained visibility when she posted dance videos on social media and joined the group - in which she both sings and dances. “Now the only thing I am missing is the prince,” adds Lellêzinha. “I want to give shows with the Dream Team and play good characters on TV and film. Hollywood and singing with Beyonce are my dreams”, said the girl whose laugh is so carefree as her ability to dream.

Hiltinho and Rafael Mike are very typical Rio locals: the kind of locals who were not born in Rio. Actually, Hiltinho lives in Nova Iguaçu, on the outskirts of Rio de Janeiro. The 18-year-old man is tall, thin, and with a body that is as if it had been sculpted from black marble. Son of a maid, Hiltinho is an artist, high school student and video gamer. Like many young men, he discovered the Passinho Dance on Youtube; He trained in a small room in his home and became a great dancer.

Rafael Mike, the oldest in the group (35), is from a generation that remains young at heart. The newest resident of Rio, he was also born and raised in Nova Iguaçu. It was in these suburbs that he led a cultural initiative for many years that brought together artists, musicians and interesting people in his backyard. Through his generosity the singer, composer and musical director for the Dream Team do Passinho encourages creation and performance in the other members. The lyrics “the kids wake up... dreaming. No one is better than the other in their dancing” are part of the song “Time Que Sonha”, (Team who dreams), which he composed for the other group members and is on the CD “Aperte o Play”.

The Dream Team do Passinho will perform in New York for the first time during BrazilFoundation's Gala, which is celebrating the city of Rio.

Dream Team do Passinho Youtube links:

Dream Team do Passinho - Todo Mundo Aperta o Play
<https://www.youtube.com/watch?v=rrtFy5C02Pc>

Dream Team do Passinho - De Ladin
<https://www.youtube.com/watch?v=Tv3vriyEtR8>

Ricky Martin - Vida ft. Dream Team do Passinho
<https://www.youtube.com/watch?v=6ggH9OIm05E>

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