



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.

Press in Brazil

VERBO

Carol Bertoni

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

carol@verboagencia.com.br

BrazilFoundation Contact in New York

Press

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

press@brazilfoundation.org

