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### **BrazilFoundation V Gala Miami Raises US\$400,000**

**BrazilFoundation** hosted its V Gala Miami, presented by **Baker & McKenzie** and **Trench, Rossi e Watanabe**, yesterday at the Mandarin Oriental, Miami. The annual event gathers important names from the business, diplomatic, sports and art world to raise resources for social projects in Brazil. At the end of the night, the Foundation raised US\$400,000 (equivalent to R\$1.6 million) for social projects in Brazil.

Several celebrities and Brazilian artists participated at the gala; Brazilian actress Carol Castro and TV presenter Pedro Andrade were the masters of ceremonies - Pedro who is a dedicated BrazilFoundation supporter and has been the master of ceremonies for more than 5 of **BrazilFoundation's** past galas. Flávia Alessandra and Otaviano Costa hosted the live auction; Brazilian funk phenomenon Dream Team do Passinho performed their greatest hits, and soul singer Sandra de Sá closed the event with a special performance.

Celebrities in attendance include: Adriana Lima, Thássia Naves, Ana Hickmann, Mariah Bernardes, and more.

**BrazilFoundation** was proud to have **Baker & McKenzie** as the Presenting Sponsor, along with **Trench, Rossi e Watanabe**. In recent years, Baker & McKenzie has supported many projects in Brazil through its cooperation agreement with Trench, Rossi e Watanabe, a Brazilian law firm, contributing more than US\$200,000 to six social projects and five community campaigns. The law firm and the Foundation joined forces for the first time through the V Gala Miami, supporting positive social transformations in Brazil. The gala was also sponsored by **American Airlines, Artefacto, Crédit Agricole, Diageo, and KAR Properties**.

The night featured a live auction with a very special and exclusive item: a two-bedroom residence in **One River Point** – two new luxury towers developed by **KAR Properties** and designed by visionary architect **Rafael Viñoly**. KAR Properties will donate 5% of the sale, currently priced at US\$1.2 million, to the Foundation. **Mr. Shahab Karmely**, Founder of KAR Properties, very generously extended an additional offer to donate 1% of the sales of any additional residences sold through BrazilFoundation supporters through 2016. Patricia Lobaccaro, President and CEO of **BrazilFoundation**, notes “ We are extremely excited about our partnership with KAR Properties. Their generosity comes at a great time: we have received a record 1,500 project proposals from every state of Brazil for our last call for proposals. KAR’s support will go a long way”

Two exclusive photos from Sebastião Salgado were sold with proceeds benefiting Instituto do Homem Pantaneiro, which works to conserve the Serra do Amolar in the heart of the Pantanal. Race car driver Tony Kanaan donated not one, but two special helmets from his collection, raising 36 thousand dollars. Other auction items included diamond earrings by Valentina Jóias, a China Getaway package by Swire Hotels, a Rio Open package courtesy of Banco Itaú, and more.

Another exciting part of the evening was when Paulo Bacchi and the Bonfim family kicked off the "Brasil Possível" campaign by making two generous donations. And other guests followed their lead making individual donations, allowing the Foundation to fund an additional 40 community initiatives.

With Brazil hosting the Olympic Games for the first time next year, **Brazil**Foundation took the opportunity to recognize people from the sports world and those involved with philanthropic initiatives.

**Ana Moser**, former Olympic athlete and founder of Instituto Esporte e Educação (IEE), was one of the honorees. IEE is currently a **Brazil**Foundation free, having reached 2.5 million children and youths across Brazil through sport and educational activities and professional training for teachers since its founding. The IEE also works to create awareness on public policies and develop educational methodology on physical activity.

Businesswoman **Luiza Helena Trajano**, the only female member of the Olympic Committee, and President of the Public Olympic Council, was also honored. Luiza Helena is leader of a group called Mulheres do Brasil (Women of Brazil), which focuses on socioeconomic development in Brazil by mapping and supporting transformative initiatives in education, entrepreneurship, craftsmanship, and women empowerment in Brazil.

**Brazil**Foundation also honored **Maestro Márcio Selles**, founder of Orquestra de Cordas da Grota, in celebration of his 20 years of leadership with the orchestra. The project, created in the community of Grota Surucucu in Niteroi, uses its own methodology to teach music and mobilize musical talent. The organization's aim is to provide technical musical training and help students pursue higher education. Approximately 90% of students who have completed the musical technical training at Grota have managed to enter university.

#### About **Brazil**Foundation

**Brazil**Foundation mobilizes resources for ideas and actions that transform Brazil. In 15 years, the Foundation has raised over \$ 35 million for 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 440 social projects in 26 Brazilian states, directly benefiting thousands of people.

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