



BrazilFoundation Launches 2018 Abrace o Brasil Campaign

Rio de Janeiro, September 27th, 2018

BrazilFoundation today launches the second edition of the {abrace o Brasil} campaign to promote philanthropy and help the social initiatives of organizations across Brazil. The campaign's platform (www.abraceobrasil.org) will receive donations from September 27th until November 27th, Giving Tuesday.

The 2017 edition of the campaign mobilized 4,000 donors from 13 countries, raising a total of R\$1.2 million. Many businesses in the United States and Brazil participated by fundraising in various forms including organizing events, donating a percentage of sales and even collecting donations from donation cans provided by **BrazilFoundation**. This year the campaign hopes to achieve more by partnering with more businesses, selling bracelets and involving schools - nine schools in Miami have already signed up.

BrazilFoundation selected 79 organizations from 15 states in Brazil, whose proposals can be found on the www.abraceobrasil.org. The organizations are working to transform their communities through projects in education, health, environmental conservation, income generation and social inclusion. Some of the proposals include training for teachers in public schools, free health care, professional training for women and youth, recycling and conservation. One hundred percent of the funds raised will go to the participating organizations (* except financial transaction fees).

You can participate by making a donation, becoming an ambassador and sharing the work of your chosen organization, mobilizing your business or school, holding fundraising events, and more. Celebrities including actress Flávia Alessandra, **Brazil**Foundation ambassador, as well as musician Jair Oliveira and actress Tania Kahlill, together with their children, have “embraced” the campaign. Jair and Tania will hold a benefit concert called “Grandes Pequeninos” in New York for the campaign.

Through the campaign **Brazil**Foundation aims to mobilize its international network of supporters, encourage solidarity and achieve more than last year’s edition of the campaign. The objective is to connect those who want to promote change in Brazil with those who have the proposals - but not the resources - to do so.

About BrazilFoundation

BrazilFoundation mobilizes resources for ideas and actions that transform Brazil. We work with local leaders, organizations and a global network of supporters to promote equality, social justice and economic opportunity for all Brazilians. In 18 years, **Brazil**Foundation has raised over US\$40 million and supported over 600 social organizations in 26 states in Brazil in the areas of Education, Health, Culture, Socioeconomic Development, and Human Rights.

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