



ALAS Media Alert – April 21, 2008

ALAS (América Latina en Acción Solidaria) Announces Two Large-Scale Concerts To Aid Latin America's Children In Need

Set To Take Place In Mexico City & Buenos Aires Simultaneously On May 17th, The Free Concerts – Featuring Many Of The World's Leading Latin Music Artists - Will Seek To Improve The Lives Of Children Living In Poverty By Calling On Fans, The Private Sector & Governments To Join In A Social Movement To Deliver Early Childhood Development Programs For All Children In The Region

Artists Committed To Participate Include (In Alphabetical Order):

Alejandro Sanz, Aleks Syntek, Babasónicos, Calle 13, Chayanne, David Bisbal, Diego Torres, Fito Páez, Gustavo Cerati, Jorge Drexler, Juan Luis Guerra, Juanes, Los Tigres del Norte, Maná, Miguel Bosé, Paulina Rubio, Ricardo Montaner, Ricky Martin, Shakira and Timbiriche.

The ALAS ("wings" in Spanish) organization today announces plans to bring many of the world's leading Latin music artists together for two large-scale concerts that will serve as a call-to-action to aid impoverished children in Latin America. Set to take place on May 17th in both Mexico City and Buenos Aires, these simultaneous free concerts will seek not to raise money but rather harness the power that comes from bringing thousands of music fans together to support the ALAS mission of strengthening and expanding public and private sector support for Early Childhood Development in Latin America.

Improving the lives of thirty-two million Latin American children afflicted by poverty will require the integrated education, nutrition and health programs characterized by Early Childhood Development (ECD). ALAS was created by leading artists, intellectual figures and business leaders of Latin America to launch a new social movement that will generate a collective commitment to ECD by encouraging action from governments, the private and public sector, and partnering with innovative organizations to create sustainable solutions.

Thus far, the following musical artists have given their commitment to participate in these historic concerts: *Alejandro Sanz, Aleks Syntek, Babasónicos, Calle 13, Chayanne, David Bisbal, Diego Torres, Fito Páez, Gustavo Cerati, Jorge Drexler, Juan Luis Guerra, Juanes, Los Tigres del Norte, Maná, Miguel Bosé, Paulina Rubio, Ricardo Montaner, Ricky Martin, Shakira and Timbiriche.*

Over the coming weeks, look for further announcements as to additional participating artists, exact venue locations and individual show line-ups.

Please Visit: www.movimientoalas.org

For More Information On ALAS, Please Contact:

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