



ALAS Event Alert For May 15, 2008

Leading Philanthropists *Carlos Slim Helú* and *Howard Buffett* To Join With Latin Music Superstars *Shakira*, *Miguel Bose*, *Los Tigres del Norte*, *David Bisbal*, *Emmanuel*, *Diego Torres* And *Timbiriche* In A May 15th Press Conference In Mexico City To Announce The ALAS Organization's Major New Initiative To Aid Latin America's 32 Million Impoverished Children

Founded by Latin America's Most Influential Artists, Intellectuals and Business Leaders, This Unique Non-Profit Organization Strives To Launch A New Social Movement That Will Generate A Collective Commitment To *Early Childhood Development* (ECD) Programs For The Children of Latin America.

- WHO:** Leading Philanthropists *Carlos Slim Helú* and *Howard Buffett* with Latin Music Superstars *Shakira*, *Miguel Bose*, *Los Tigres del Norte*, *David Bisbal*, *Emmanuel*, *Diego Torres* and *Timbiriche*
- WHAT:** Hold A Press Conference Detailing The ALAS Organization's New Initiative To Aid Latin America's Most Vulnerable Children
- WHERE:** Centro Banamex - Avenida Conscripto 311 Lomas de Sotelo Mexico DF
Salones Valparaiso 1/2/3
- WHEN:** Thursday, May 15, 2008 – 12 Noon: *Press Check-in* – 1:00PM: *Press Conference*

On May 15th, several prominent members of ALAS (*América Latina en Acción Solidaria*) will gather at a press conference in Mexico City to launch a major new initiative to address the needs of Latin America's most vulnerable children. Translated as "*WINGS*" in Spanish, ALAS was founded by Latin America's most influential artists, intellectuals and business leaders to strengthen and expand both public and private sector support for *Early Childhood Development* (ECD) programs for the region's children. Investing in *Early Childhood Development* (such as health, education and nutrition programs) has proven to be one of the most effective ways to address the overall poverty that currently affects more than 32 million children in Latin America.

Look for ALAS to follow the announcement of this new initiative with the presentation of *El Concierto Por Los Niños*" ("*The Concert For The Children*") - which will see many of the world's leading Latin music superstars join in a call-to-action to support the ALAS mission. Set to take place on May 17th with free concerts in Mexico and Argentina that are expected to attract over 300,000 fans, this historic event will see the participation of the following artists:

Mexico City - La Plaza de la Constitución, (El Zócalo) - Starting at 5:00PM (Local Time): *Aleks Syntek, Ana Torroja, Babasonicos, Chayanne, David Bisbal, Diego Torres, Emmanuel, Juan Luis Guerra, Juanes, Los Tigres del Norte, Maná, Miguel Bose, Ricardo Montaner, Ricky Martin, Timbiriche & Tania Libertad*

Buenos Aires - Costanera Sur - Starting at 2PM (Local Time): *Alejandro Sanz, Calle 13, Fito Paez, Gustavo Cerati, Jorge Drexler, La Portuaria, Paulina Rubio, Pedro Aznar And Shakira*

See Attached **FAQ** Sheet & Please Visit: www.movimientoalas.org

For More Information On ALAS, Please Contact:

(In The United States) *Rogers & Cowan*: John Reilly, Lorraine Osmundsen & Sylvia Bedrosian – 212.445.8400