



ALAS LAUNCHES A CAMPAIGN TO HELP EARTHQUAKE VICTIMS IN PERU

The most important artists of Latin America lead the fundraising campaign to aid the earthquake victims

Fundación ALAS (América Latina en Acción Solidaria) is preparing a strong fundraising campaign to relieve the victims of the earthquake in Peru.

ALAS is an organization created in December 2006 by the most important artists, business leaders and intellectuals of Latin America, whose purpose is to work for the children of the region.

Great artists such as Miguel Bosé, Shakira, Alejandro Sanz, Carlos Vives, Diego Torres, Ricardo Arjona, Juanes, Maná and Gustavo Cerati have joined their voices to lead the campaign through public service announcements in major TV and radio stations and newspapers.

America Movil and Movistar, the biggest mobile carriers in the region, provided free lines for people to call and place their donations.

ALAS will grant 100% of the funds it raises to the humanitarian activities of the International Federation of Red Cross and Red Crescent Societies, and will be the instrument through which thousands of children that suffer today will feel the embrace of Latin America and will have the chance to dream of a better future. Thanks to the ALAS campaign, the Red Cross will be able to help over 70,000 families in Peru.

The campaign will run in Latin America, United States, and Spain in space donated by the broadcast and print media.

“Perú needs us”, explained ALAS. “We are coming together to build a large social network that will not only bring relief from this catastrophe today but will also stay together to aid with reconstruction efforts tomorrow.”

The full list of artists participating in the campaign is:

Miguel Bosé, Shakira, Alejandro Sanz, Juanes, Diego Torres, Malú, Carlos Vives, Thalia, Alejandro Fernández, Mana, Daniela Mercury, Wyclef Jean, Jeremías, Gustavo Cerati, Babasónicos, Fonseca, Rafael, Timbiriche, Aleks Syntek, Chayanne, Reyli, Tania Libertad, Catupecumachu, Ricardo Montaner, Pepe Alva, Beto Cuevas, Kumbia All Stars, Julieta Venegas, Benny Ibarra, Lucero, Daddy Yankee, Omar Alfano, Gianmarco, Fidel Nadal, Ricky Martin.