

## Press Release

### **La Tarumba will hold a benefit performance for the Buena Onda campaign**

**LIMA, 7 August 2014.-** As in previous years, the Circus La Tarumba will hold a benefit performance this Wednesday, August 13<sup>th</sup> for the campaign of the United Nations Children's Fund (UNICEF), Buena Onda.

As it is well known, Buena Onda is a campaign to raise funds and mobilize society. This year it offers the Peruvian society the option to join UNICEF by becoming socios. This way, they contribute to developing programmes that benefit Peruvian boys and girls, specially the ones living in the most remote communities in the Andes and the Amazon.

In 2014, LA TARUMBA is completing its 30<sup>th</sup> years of performance and is celebrating it big with its new show GALA, a spectacle full of humor, poetry, magic and color that commemorates our identity as Peruvians and that leads us to bring out the best and the most valuable of each one of us.

Gala is inspired by the arrival of Spanish and African people to the so-called "new world" and their encounter with local inhabitants. This meeting sparked the beginning of a new culture characterized by the interaction of different religions, traditional dishes, musical styles and other customs.

Gala is under the general direction of Fernando Zevalos and the participation of artists from countries such as Spain, France, the United States, Argentina, Chile, Colombia and Peru. People who wish to enjoy this show and collaborate with UNICEF can acquire their tickets through the ticket booths or by entering the official website of La Tarumba: [www.latarumbagala.com/entradas/](http://www.latarumbagala.com/entradas/).

**For more information about UNICEF, please contact:**

- Marilú Wiegold by phone at 613-0706 or 997573218 or by email at [mwiegold@unicef.org](mailto:mwiegold@unicef.org) or
- Sandra Esquén by phone at 613-0712 or 993238427 or by email at [sesquen@unicef.org](mailto:sesquen@unicef.org)

**For more information about La Tarumba, please contact:**

- Cinthya Nuñez by phone at 994203099 or by email at [cinthyanunez@mvasociados.com](mailto:cinthyanunez@mvasociados.com)