

Press Release

Students participating in My School's Vibe enjoyed La Tarumba's special "Gala"

LIMA, 28 July 2014. - The traditional red carpet of the Circle of La Tarumba welcomed 750 boys, girls and adolescent from public and private schools in Lima and Callao who took part in the initiative My School's Vibe. It has been promoted by UNICEF within the 7th edition of its Buena Onda campaign.

The students who enjoyed watching the circus spectacle GALA represented 75 education institutions that participate in the interschool initiative which encourages children to exercise their rights to participation, expression and organization.

As a prelude to the show, the artists Mayra Couto and André Silva did a dynamic opening act which was interacting with the assistance. This allowed to discover more about and share the themes that were discussed by students during the initiative My School's Vibe: consciousness of the environment, good use of social media, anti-bullying and discrimination attitudes.

Paul Martin, UNICEF's representative in Peru, said that in the last years La Tarumba has become a great ally to UNICEF and he thanked each of the member of this cultural association.

"UNICEF thanks them to welcome under their tent boys and girls who live in different parts of Lima and who experience various socioeconomic realities. This event allows them to get to know each other better and identify themselves as part of the same country" said Mr. Martin.

Paul Martin also highlighted the presence of two young artists, André Silva and Mayra Couto, who actively took part in this year's edition of My School's Vibe. "They are undertaking the roles of promotor and entertainer of this initiative and they are doing an incredible job as they both have a very good vibe", said Mr. Martin.

Among the attendees, there was also a delegation of students from a school in the province of Canta who represented Buena Onda's sponsoring companies, and UNICEF's staff.

Finally, Paul Martin invited citizens to support UNICEF's actions in the country and to convert themselves in socios. To join UNICEF, you only need to call 080-77-27-4.

CELEBRATING IDENTITY

In 2014, LA TARUMBA celebrates 30 years of performance and marks this big accomplishment with an unforgettable programme filled with humor, poetry, excitement and emotions. La Tarumba's new programme 'GALA' is under the general direction of Fernando Zevalos. This show celebrates Peruvian identities and aims to bring out the best in 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' also addresses the confrontation between the sea and the desert, how this teaches the value of life and the efforts needed to defend it.

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