

Press Release

UNICEF Announces the Grand Finale of its 7th Edition of Buena Onda

A musical artistic show was presented in Plaza Norte and broadcast by América TV

LIMA, 17 July 2014 - The United Nations Children's Fund (UNICEF) will close the 7th edition of Buena Onda, UNICEF's annual campaign to raise funds and mobilize society, this coming Saturday with a large family party. According to what was reported this morning at the press conference, the closing festivity will start at 11am in the shopping centre Plaza Norte and will be broadcast live by América Television.

Paul Martin, UNICEF's representative in Peru, emphasized that for seven years now, América Television has been a key instrument to show the country the situation of children and to promote solidarity towards Peruvian children among Peruvian women and men. He also reiterated the considerable support provided by the shopping centre Plaza Norte. He explained that every weekend during the Buena Onda campaign, Plaza Norte welcomed artists that joined the campaign and promoted public involvement.

FACES OF BUENA ONDA

Leading figures in local television were present at this meeting with the press, such as UNICEF Ambassador Mónica Sánchez; Marco Zunino; Mayta Couto; and André Silva. During her interview, Mónica Sánchez asked the public to express their solidarity towards children. "The development of our children is the responsibility of all Peruvians. UNICEF is a great ally, please support the work it undergoes by becoming socios" - said Mrs. Sánchez.

Later, the actor Marco Zunino told the story of what he experienced a few weeks back when he traveled to a community in Ucayali to record a Buena Onda story which will be presented this coming Friday. "You could see the efforts being made in remote areas to educate children according to their right to learn in their own language. There is more than a million children who speak a language other than Spanish. We must ensure that all of them have access to a good education. If we are 30 million Peruvians, we must make sure that all of the 30 million are doing good" - commented Zunino.

On their parts, Mayra Couto and André Silva, two young artists who have supported the campaign as representatives and voices of the interschool initiative My School's Vibe¹ mentioned that these weeks had been very enriching and had filled them with happiness. This initiative aims to promote the rights of organization, participation and expression of boys, girls and adolescents. This year, around 70 thousand students from Lima and Callao participated, they have expressed themselves and have mobilized their educational community with regard to themes such as the good use of the internet, discrimination, environment and bullying. During the final show, the finalists of this initiative will present choreographies inspired from well-known songs.

PAOLO AND MESSI' SUPPORTIVE TO THE CAUSE

Even if they will not be present physically for this special day, two popular soccer players of the area will be with present in spirit for the closing of Buena Onda this Sunday. Firstly, there is the Peruvian player, Paolo Guerrero, who sent an open card to the entire country that will be revealed

on that day. Secondly, there is the Argentinian player, Lionel Messi who autographed a jersey from the Argentinian team that will be drawn on Sunday between the clients of Plaza Norte.

FAMILY PARTY

The closing show was designed to allow the whole family to enjoy healthy recreations. Families will find recreational spaces and activities that they will be able to share with their children.

Furthermore, they will have the opportunity to join the campaign and become socios or to collaborate with UNICEF by purchasing red noses and crayons sold in the shopping centre's department stores.

MORE ON THE SCENARIO

According to the information provided at the press conference, various figures from local and national television and the world of entertainment will participate in the scenario of the Buena Onda's grand finale. Among them, it was reported that the UNICEF Ambassador Dina Páucar; Daniel Lazo, Giuliana Rengifo, La Joven Sensación, Los Terapeutas del Ritmo, Maricielo Effio and the cast of its dance school, and the Cultural Association D1 will be present.

Moreover, it was announced that along the iconic artists from the campaign, other artists will participate: Ernesto Pimentel; Jason Day; Magdyel Ugaz; Denisse Dibós; María Grazia Gamarra; the actors from the series Mi amor el Wachiman Karina Rivera and Orlando Fundichely; and the participants to the program Pequeños Gigantes. Also, prominent journalists Milagros Leiva, Mávila Huertas and Fernanda Kanno; and the tv directors Tomas Borda (Dr. Tv), Bruno Pinasco, Maju Mantilla, Sofía Franco, Joselito Carrera, Rebeca Escribens and Sheyla Rojas will make an appearance. Lastly, it was confirmed that the Cuban Salsa orchestra Angel Ramirez and the Tren Bala; Rommy Malkovich; Domingo Giribaldi; Marco Bruno, the Camilo Sesto Peruano; the group Warma Llaki; Gonzalo Calmet; the One Direction tribute band, Miryam Quiñones, the Mercedes Sosa tribute group, Shania and Sebastián, Reggae band NKF, the dance class 'Baila Perú' with Chechi Yañez, the Andean group and the Batucada 'Bossa Nova' will take part in the festivities.

Find the message from Paolo Guerrero on:
http://www.unicef.org/peru/spanish/media_27489.htm

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