

Press Release

UNICEF closed the 7th edition of *Buena Onda* with a festive evening that was broadcast by America Television

Lima 20 July 2014 - UNICEF closed the 7th edition of *Buena Onda* this evening with a big family festivity. *Buena Onda* is UNICEF's annual fund-raising and social mobilization event, which raised 1 791 682 Soles this year.

This event took place in the shopping centre *Plaza Norte* and could be watched nationwide thanks to the broadcasting by America Television. The public who attended the event enjoyed an artistic show and various entertaining activities organized by UNICEF for this occasion. Moreover, they had the opportunity to join UNICEF and become *socios* or/and to support the organization by buying *Buena Onda's* red noses and crayons.

One of the most emotional moment of the evening happened when the face of this campa and actor Marco Zunino was reunited with Janet Pizango, a young girl from the Shipiba community from Puerto Bethel. A few weeks back, the actor met her and their encounter became one of the *Buena Onda's* stories which was presented yesterday by America Television. Marco Zunino commented: "she taught me to say hello and thank you in Shipibo, I was very touched to see her again".

PAOLO AND MESSI PARTICIPATES IN BUENA ONDA

Petronila Gonzales, the mother of the famous football player Pablo Guerrero, also attended the celebration. She presented to the public the postcard that her son had previously sent for the general public Peru and she gave the Corinthians shirt autographed by her son to UNICEF.

In the postcard, the goalkeeper highlighted once more how children need love, support and protection from their parents to grow-up healthily. He also mentioned that his success was due to his parents and his teacher Constantino Carvallo.

Moreover, as it was announced during the show, the official shirt from the Argentinian team signed by Lionel Messi, UNICEF Goodwill Ambassador was raffled.

MORE ABOUT THE SETTING

Many talented local tv personalities and artists paraded on the stage of *Buena Onda*. The UNICEF Ambassador Dina Páucar, Daniel Lazo, La Joven Sensación, Los terapeutas del Ritmo, Maricielo Effio and the cast of its dance school, the Culture Association D1 and others took part in this public appearance.

Furthermore, journalists Mávila Huertas and Fernanda Kanno, and event conductors Tomas Borda (Dr. Tv), Maju Mantilla, Sofia Franco, Joselito Carrera, Rebeca Escribens and Sheula Rojas participated in the event.

Some emblematic artists of the campaign, such as Ernesto Pimentel, Jason Day, Magdyel Ugaz. Denisse Dibós, María Grazia Gamarra, actors from the series *Mi amor el Wachiman*, Karina Rivera and Orlando Fundichely and the participants in the programme *Pequeños Gigantes* were also present.

As the programme unfolds, musical artists took part in the festivity. These include the Orchestra of Cuban Salsa Ángel Ramirez and Tren Bala; Domingo Giribaldi; Marco Bruno; the Peruvian Camilo Sesto; 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'.

PERMANENT INVITATION

The seventh edition of *Buena Onda* has reached its end, but the general invitation to join UNICEF and become *socios* is permanent. Individuals who wish to join UNICEF can call 0800-77-27-4.

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