



THE ALAS ORGANIZATION'S "CONCIERTO POR LOS NIÑOS" (CONCERT FOR THE CHILDREN) UNITES OVER 380,000 ON-SITE FANS AND MILLIONS OF TV VIEWERS IN A MOMENTOUS SHOW OF SOLIDARITY TO AID LATIN AMERICA'S MOST VULNERABLE CHILDREN

ALAS News Release - May 19, 2008

Two days after announcing that philanthropists such as Carlos Slim Helú and Warren Buffet has pledged more than \$200 Million dollars towards programs to aid impoverished children in Latin America, ALAS – meaning ‘wings’ in Spanish – brought nearly 400,000 concert fans and millions of TV viewers together through an unprecedented day of music entitled “El Concierto por los Niños”, in English “The Concert for the Children”.

With more than two dozen of the Latin music world’s leading superstars, such as Shakira, Ricky Martin, Alejandro Sanz, Miguel Bosé, Juan Luís Guerra, Maná, Los Tigres del Norte, Gustavo Cerati, Calle 13, among others, taking the stage at massive free access simultaneous concerts México City and the City of Buenos Aires for an event already being dubbed by press as “Latin America’s Live Aid”. ALAS designed the historic event to inspire both, public and private sector support for Early Childhood Development programs to aid more than 32 million children in the region living in poverty. Through this concert ALAS introduced for the first time the topic of early childhood development in a massive way.

The international press catalogued it the following way:

CNN

“Crowds gathered in two of Latin America’s most iconic capitals, the excitement contagious. It’s not every day that the region’s biggest names in entertainment gather in song and never before have they come together like this for a common cause. Ricky Martin, Shakira, Miguel Bosé-just a few of the dozens of Latin American artists hoping to use their music to launch a movement against childhood poverty in the region”

(see full CNN segment here:

<http://cosmos.bcst.yahoo.com/up/player/popup/?rn=3906861&cl=7872472&ch=4226714&src=news>)

Los Angeles Times

“Not so long ago, Latin American artists who spoke up for social causes often risked prison, exile or far worse. What a difference a generation makes... a phalanx of Spanish-speaking pop artists headed by Colombian superstar Shakira and Spanish-Italian singer Miguel Bosé gathered to promote a new initiative to aid Latin America's millions of poor, malnourished and undereducated children. They were joined by the

world's second-richest man, a top U.S. philanthropist and an international mob of reporters drawn by a potent cocktail of celebrity, money and power, laced with an emerging social conscience ... "What's very inspiring is to see Latin America for the first time in charge of its own issues," said Shakira... [the]



concerts, the most high-profile project yet by Latin artists to fuse charity with celebrity, are expected to draw a total audience in the hundreds of thousands. ALAS is the first Latin American organization to bring together so many prominent artists and financial impresarios behind a single cause, early childhood development assistance”

The New York Times

“...billionaire Carlos Slim Helú does not seem to like appearing in public, but he apparently could not resist an invitation from the Colombian pop star Shakira and about a dozen other Latin music stars. Mr. Slim was on hand in Mexico City for the announcement of two free rock concerts to raise awareness of ALAS, a foundation started by Shakira and other musicians....The goal of ALAS, which means “wings” in Spanish, is to press business leaders and governments to finance early-childhood development programs in Latin America. The foundation claimed a major success on Thursday [as] Mr. Slim pledged \$110 million to children’s programs [and] Howard Buffett pledged \$85 million to existing Latin American projects. “When Shakira calls, you show up, so here I am,” said Mr. Buffett – (Sunday Business Section)

New York Daily News

“A spectacular lineup of performers join in a call-to-action to support millions of children living in poverty in Latin America...The concert features some of Latin America's leading artists.”