



## **MEDIA RELEASE:**

(FOR IMMEDIATE RELEASE)

### **The Heartbeat Foundation, in Conjunction with the 9<sup>th</sup> Annual Brazilian Festival in Florida Have Launched New Campaign to Raise Emergency Relief Funds for Struggling Brazilians in the Arts, Events & Entertainment Industries**

In response to the economic fallout the Coronavirus Pandemic has inflicted on the local Brazilian community in South Florida, and in response to the potential cancelation of the 2020 Brazilian Festival, the President and CEO of The Heartbeat Foundation, Luciano Sameli, in conjunction with the Band ONZE:20 have launched a new fundraising campaign called **“ENOUGH – No More Suffering”** (Chega). The campaign aims to raise an emergency relief fund for local Brazilians in the arts, cultural, entertainment and events industries who are struggling to keep their heads above water. With the money raised from the campaign, individuals will be able to apply for \$500 financial relief checks.

To promote the campaign, **Onze:20** band has donated an original song “Chega de Sofrer”, which will be released independently at the official start of the fundraising campaign on 10/12/2020 on the campaign website at [www.SufferingnoMore.org](http://www.SufferingnoMore.org)

The Brazilian community has been hit particularly hard by job losses, business closures, daycare closures, school closures, a decrease in available contract work and by the need to help their families back in Brazil where the Coronavirus has devastated further the already struggling Brazilian economy. Many Brazilians living in the US are often distanced from their families and lack social support. Artists, musicians and professionals in the entertainment industry are especially scrambling to survive these trying times when venues are closed, social distancing policies make exhibitions, concerts and events a challenge, and opportunities to perform or display art are slim. With the money raised from this initiative, local Brazilians in these industries can apply for \$500 financial relief checks.

This campaign is being championed by internationally renowned Brazilian artists back in Brazil, including **Onze:20, Paula Lima, Elba Ramalho, Gian e Giovanni, Vibes Up Strong featuring James McWhinney from Big Mountain, Sandami, Kell Smith, Adelmo Case, Don & Juan, and Vitor Kley**. The Heartbeat Foundation thanks them wholeheartedly

for their support of fellow artists, performers and professionals working here in the US. Now is a time to promote brotherly love and unity across both the US and Brazil.

In addition, the Annual Brazilian Festival in Florida, which in 2019 employed 667 direct part time positions and was the source of \$232,000 in income for minority owned suppliers, vendors, contractors, artists and musicians, is suffering opposition from local authorities, and a risk of cancellation, despite Governor Ron DeSantis executive orders that officially declares that Florida must be back businesses, at a safe mode. The potential cancelation of the festival by local authorities could inflict further economic hardship on local Brazilians who were counting on income from the popular two-day event, which in recent years has gathered annual crowds of roughly 20,000 people per year, and featured Grammy nominated artists such as Iza, Marcelo D2, Cidade Negra, Paralamas do Sucesso, and Elba Ramalho.

The 2020 festival is currently slated to headline American pop-rock band Smash Mouth. Smash Mouth hit “I'm a believer” is a source of Inspiration, Recovery, and Unity. The 9<sup>th</sup> Annual Brazilian Festival is confirmed for December 12, 13, with or without the City of Pompano Beach, because local small businesses need to succeed, and minorities need to get back to work.

In the meantime, “I know this campaign is going to help individuals in the arts and entertainment industries who desperately need a helping hand **NOW**,” said Sameli. “We have always thought of the Annual Brazilian Festival as a multi-cultural celebration to promote global unity and brotherly love. This message is now more important than ever as our community bands together to help each other.”

The Heartbeat Foundation is a 501(c)(3) nonprofit organization that specifically supports and promotes ethnic minorities by hosting multi-cultural events, organizing fundraising campaigns and creating programs to encourage unity, bridge gaps between culturally divided communities and promote the arts. The Heartbeat Foundation has helped to host events and programs like the Annual Brazilian Festival in Florida, the Festival of Nations FIFA Worldcup Finals Live on the Beach, the LUAU Pompano Beach concert and the Wynwood Park Multicultural Space, among others.

Donors wishing to donate funds to the “ ENOUGH – No More Suffering (Chega) ” campaign can do so on the campaign website at [www.SufferingnoMore.org](http://www.SufferingnoMore.org) . All donations are tax deductible using the Heartbeat Foundation’s nonprofit status. All the proceeds will be used exclusively in the Campaign “**Enough – No More Suffering (Chega)**” .

Families wishing to apply for \$500 financial relief checks can also do so on the campaign website.

For more information, please contact [info@TheHeartbeatFoundation.org](mailto:info@TheHeartbeatFoundation.org) or [info@sufferingnomore.org](mailto:info@sufferingnomore.org)