



22 FEB
Cúcuta, Colombia

Bogota, 28 February 2019

“Venezuela Aid Live” concert watched by live audience of more than 300,000 people in Cucuta raises millions for humanitarian aid

Approximately 370,000 people attended the free humanitarian concert **“Venezuela Live Aid”** held last Friday in Cucuta/Colombia, featuring a line-up of nearly two dozen top Latin American artists who performed free of charge. Broadcast live around the world, the concert managed to attract global attention to the growing humanitarian crisis faced by the people of Venezuela.

Online donations (vía www.venezuelaaidlive.com) have totalled nearly USD 2.5 million in the first days after the concert, and fundraising will continue until the goal is reached. **“Venezuela Aid Live”** was founded by Colombian entrepreneurs Bruno Ocampo, Fernan Ocampo and Ricardo Leyva with support from Virgin founder Sir Richard Branson. All donations, part of a larger aid mobilization effort for Venezuela, will be held in a trust by Solidaridad Por Colombia, an established and respected Colombian NGO. Distribution of funds will be organized in close consultation with humanitarian relief experts, to ensure that all aid goes to those who need it most.

Bruno Ocampo, Colombian Entrepreneur and Venezuela Aid Live cofounder said: “370,000 people stood with us under the sun for seven hours of music and emotion. On behalf of those attending I want to thank every artist, volunteer, company, official and security personnel who helped make this wonderful concert a reality. The time, resources and commitment given by these wonderful people and companies helped bring the world’s attention to the important humanitarian crisis the people of Venezuela are facing. Nothing can change the fact music breaks chains, nothing can quiet our voices and we will continue to roar for our brothers and sisters. We’ve made history and we’ve made it together”

Last Friday February 22, **Venezuela Aid Live** called for peace and justice using the power of music. The concert reached millions of people and has so far raised \$2.500.000 USD in donations to date. But there is still time to contribute to the cause - visit www.VenezuelaAidLive.com to make a donation.

ENDS

#AidVenezuela #AyudaVenezuela





22 FEB
Cúcuta, Colombia

Notes to Editors:

1 Humanitarian assistance provided by Venezuela Aid Live is not related to current assistance provided by UNGRP (Unidad Nacional para la gestión del riesgo de desastres), including aid delivered to various Venezuelan border crossings on February 23rd.

2 The foundation “Solidaridadpor Colombia” (Solidarity by Colombia) is a strategic partner that will help in the collection of donations. This NGO has 44 years of experience managing resources and distribution of funds raised.

List of recognition:

Venezuela Aid Live would like to formally thank everyone involved in the concert:

- We will be eternally grateful to all the artists and presenters that walked through our stage, and to their teams, families, managers, DJ’s, and people who made it possible for them to be there. Thankyouforyourincredible shows: Alejandro Sanz ,Alesso, Camilo Echeverry, Carlos Baute, Carlos Vives, Chyno Miranda, Daniel Habif , Danny Ocean, Diego Torres, el Cholo Valderrama, Fonseca, Gusi, JenCarlos Canela, Jorge Glem, Jorge Villamizar, José Luis Rodriguez el Puma, Juanes, Juan Luis Guerra, Lele Pons, Luis Fonsi, Maluma, Maná, Mau& Ricky, Miguel Bosé, Nacho, Paulina Rubio, Reik, Reynaldo Armas, Reyamar Amoroso, Ricardo Montaner, Santiago Cruz, Silvestre Dangond.
- We also want to thank the Police and the National Army for their relentless work.
- Thank you for your support as presenters: Camila Canabal, Caterina Valentino, Erika de la Vega, George Harris, Hannah Stocking, JuanpaZurita, Luis Chataing, Marko Pérez, Nelson Bustamante, Patricia Velásquez, Patricia Zabala.
- We also extend our appreciation to the following coo-organizing companies: Mi Aguila, LinkTic, Palosanto Media, Sistole, Quum, Arbol Naranja, Persival, Open Grupo BTL, Solidaridad por Colombia, Postobón, Shots Studios, Mashup Agency, Punto Red, Rappi, Cruz Verde, Presidencia de la República de Colombia, Gobernación de Santander, Unidad Nacional de gestión de riesgo (UNGR)andInstituto nacional de vías (INVIAS).
- And it is essential that we give special thanks to our main donors: Argos, Betcris and WeSend. Thank you, many thanks for having believed in us.

For more information contact

Andrea Minski. andrea@palosantomedia.com

#AidVenezuela #AyudaVenezuela

