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**YOUTH & CHRISTIAN GROUPS, EDUCATORS, CELEBRITIES AND MUSICIANS  
UNITE FOR 2<sup>ND</sup> ANNUAL GLOBAL MUSIC FESTIVAL TO BENEFIT CHILDREN**

*Benefit Concert Series Provides Life-Extending Medicine for Children Living with HIV/AIDS*

LOS ANGELES, Calif.-- March 17, 2004 – Supported by a network of hundreds of youth groups, Christian organizations, universities, celebrities and musicians, the **2004 One World Beat Global Music Festival** ([www.oneworldbeat.org](http://www.oneworldbeat.org)) kicks off this weekend, March 19-21, with 160 events taking place in more than 40 countries worldwide. One World Beat began in Switzerland as an all-volunteer organization uniting socially-conscious musicians, NGOs, and volunteers, to stage concerts for charities, while providing a platform for musicians to convey a message of hope through their music; **Music Making a Difference!**

The second annual event will benefit **Keep a Child Alive**, supported by **Alicia Keys**, which is a new initiative established to provide life-saving medicine to children living with HIV/AIDS in the developing world who will die without it. [www.keepachildalive.org](http://www.keepachildalive.org).

From the Music Factory Dance & Drama Academy in Spain, to performances by children at the Jeunes Kamenge Youth Centre in Burundi, and the Sacred Heart School in Canada, youth and Christian groups are organizing a variety of concerts and performance-based events as a way to encourage world unity; while helping those in need.

From the HIV Vaccine Trials Unit at the **University of Rochester Medical Center** in New York, to the annual **American Medical Student Association** conference in Kansas City, to the students who are putting theory into practice at **Northern Michigan University**, many community outreach and in-class study curriculums are being implemented that focus on global communication, world health and development issues.

“We’re amazed at the overwhelming response we’ve received from all sorts of organizations,” says Andy Treichler, Director and founder of One World Beat. “Having so many younger people involved this year is one of the most rewarding elements to me with this festival. And in a world with so much uncertainty, there is such a strong need to send out positive messages to children of all ages, in every language and on every continent.”

Supported by American Idol’s, **Paula Abdul, Phil Collins, Bonnie Tyler, Susaye Greene (Supremes), Bill Bourne, Michelle Gayle, Sheena Easton, the Cardigans and Mark King (Level 42)**, the global festival will feature events in such locations as, Australia, Burundi, the Bahamas, Canada, the Democratic Republic of the Congo, Germany, Kenya, New Zealand, Nigeria, Philippines, Poland, South Africa, Spain, Switzerland, Thailand, Tanzania, Uganda, The United Kingdom, and the United States.

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**Info:**

For complete event information, please visit the events page at [www.oneworldbeat.org](http://www.oneworldbeat.org). For sponsorship information, please contact Andy Treichler at [andyt@oneworldbeat.org](mailto:andyt@oneworldbeat.org). Interested (UK/Asia) media please contact Mark Roach, at [MarkRoach@oneworldbeat.org](mailto:MarkRoach@oneworldbeat.org), all others please contact, Crys Spelman (United States), via e-mail at [CLSPublicity@aol.com](mailto:CLSPublicity@aol.com).