

**FOR IMMEDIATE RELEASE**



## **GLOBAL MUSIC FESTIVAL TO SUPPORT CHILDREN LIVING WITH HIV/AIDS**

*Second Annual Event To Benefit Keep A Child Alive*

(LOS ANGELES – USA) - November 28, 2003 - The world may march to the beat of its own drum, however for one weekend the world will beat as one. From **March 19-21, 2004**, thousands of musicians from all around the world will unite, via live webcasting, to perform in the **Second Annual One World Beat Global Music Festival**, developing into one of the largest charity musical extravaganzas since Live Aid. One World Beat Global Music Festival is a series of concerts taking place over a 3-day weekend providing a platform for socially conscious musicians to unite and convey a message of hope through their music, all to benefit charities; **Music Making A Difference!**

“One World Beat Music Festival is not only a collaboration of musicians united in a global effort it also serves as a platform for the thousands of local and international non-profit organizations currently working for a better social environment to communicate their message to a worldwide audience,” says Andy Treichler, founder and creator of One World Beat. “In addition the festival provides an opportunity for thousands of everyday citizens to get involved through volunteerism.”

Supported by the **United Nations Educational, Scientific and Cultural Organization** (UNESCO), and artists such as **Phil Collins**, the 2003 One World Beat Festival led to its first-ever global volunteer effort, reaching a worldwide audience helping to raise money for many charities.

"There are no barriers in music," Phil Collins states. "The color of skin or the choice of religion should be of no interest to us in how we judge each other."

The 2004 festival will benefit Keep A Child Alive, a new initiative of Artists Against AIDS Worldwide, set up to provide life-saving medicine to children living with HIV/AIDS in the developing world who will die without it.

“We are excited about teaming up with One World Beat for this amazing event,” said Leigh Blake, Co-founder and Executive Director of Keep A Child Alive. “As the HIV/AIDS epidemic continues to spread throughout the world many people and especially children in developing nations are dying because they cannot afford the medicine that will keep them alive. Only 1 percent of Africans can afford this medicine and consequently 25 million Africans have already died, unnecessarily. This event will help bring much needed awareness of the global AIDS epidemic and its effect on families as well as financial support for those who need it desperately.”

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Sponsorship opportunities are also available to support the One World Beat organization, which includes the administration, operations, promotions and advertising, as well as web casting. The worldwide campaign for One World Beat 2004 begins December 1, 2003, to coincide with World AIDS Day ([www.worldaidsday.org](http://www.worldaidsday.org)). Voices United Against Aids.

**Events:**

The 2004 One World Beat Global Music Festival will feature performances in many countries and include music from all genres. All money raised from the events will go to Keep A Child Alive. Following is a sample of organizations and musicians participating in the 2004 throughout the world: (for a complete listing of events, please visit [www.oneworldbeat.org](http://www.oneworldbeat.org))

Sydney -AUSTRALIA - Returning for the 2004 festival is CLUB ACUSTICA

Bujumbura - BURUNDI - CLUB DU LAC AUX OISEAUX "INTASHIKIRWA"

Stratford – CANADA - BLS SOUL PRODUCTIONS

Aachen – GERMANY – PESNYARY

Carterton – NEW ZEALAND – NOISE PRODUCTIONS

Perth – SCOTLAND - STUART BLANCE

Westville - SOUTH AFRICA – DAVID AND THE BAND

Bracknell – UNITED KINGDOM – SOUTH HILL PARK

Philadelphia – USA – HAMPTONS ENTERTAINMENT GROUP

Kansas City – USA – AGAPE ENTERTAINMENT

Plano TX – USA – THE SOUND MAGAZINE

**How You Can Help:**

Music lovers can organize their own event, support an event in their community, or throughout the 3-day weekend, log on to the One World Beat web site, [www.oneworldbeat.org](http://www.oneworldbeat.org), to make a donation.

Musicians can stage their own event, or donate a portion of their proceeds from an existing event to help support One World Beat, or simply show their support by sending a quote for the One World Beat web site.

**Info:**

For event information, participation and sponsorship opportunities, please contact Andy Treichler (Switzerland), Founder of One World Beat, via e-mail at [andyt@oneworldbeat.org](mailto:andyt@oneworldbeat.org).

For sponsorship opportunities, interested recording artists and media, please contact, Crys Spelman, (US) via e-mail at [CLSPublicity@aol.com](mailto:CLSPublicity@aol.com).

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## **Keep A Child Alive**

Keep A Child Alive is dedicated to providing life-saving medicine to the 3.2 million children and families living with HIV/AIDS in the developing world. Every minute, a child dies because of lack of access to life-extending antiretroviral (ARV) therapy and Keep A Child Alive helps to provide antiretroviral medications to those living with this disease. [www.keepachildalive.org](http://www.keepachildalive.org)

## **One World Beat**

One World Beat is a Switzerland-based non-profit whose mission is unite socially conscious musicians and charities for social change; Music Making a Difference! One World Beat is an all-volunteer organization that provides musicians and non-profits a platform on which to communicate their message, while raising the consciousness of the planet, and much needed funding to support those in need. One World Beat shares this goal with various charities each year. [www.oneworldbeat.org](http://www.oneworldbeat.org).