

NEWS RELEASE

FOR IMMEDIATE RELEASE

Get ready for a night of global music fusion for East Africa and Japan!

(Toronto, Ontario- Nov. 17, 2011): *Rising Sun: United for East Africa and Japan* is just two days away. An eclectic line-up of artists will come together for an evening of global musical fusion, to raise funds for the victims of the earthquake and Tsunami in Japan, and the famine in East Africa on the 19th of November 2011 at the Trinity St. Paul Centre.

The event will feature performances by: **Yakudo**: a Japanese ensemble of artists combining the rhythms of the Taiko drums with martial arts and contemporary music. **Njacko Backo**: of the Montreal Jazz festival and the Houston International Jazz festival fame, has been a guest artist on over 15 albums. **The Sacred Arts and Music Alliance (SAMA')**: Uses the magic of music and the arts to inspire, creating sounds that transcend all political transgressions, tying humanity together with the universal thread of music. The **Ayame Kai** Dance Group: Affiliated with the Japanese Canadian Cultural Centre in Toronto, the talented group instils their dancers with dedication and pride in the Japanese tradition performing unique 'Buyo' or mime dances.

The Japanese earthquake and Tsunami of March 11 left at least '15,726 dead and 4,593 missing in Iwate, Miyagi and Fukushima' according to the Japanese Red Cross society, and inflicted extensive infrastructural damage leading to significant accidents at four major nuclear power stations displacing over 400,000 people. The JCCC Foundation's Japan Earthquake Relief Fund will direct proceeds from the event to the community rebuilding efforts in Japan.

In East Africa, drought, conflict and rapidly rising food prices have turned hunger into starvation for over 12.4 million people who are in need of life-saving aid, according to UNICEF reports. According to the UN, 'almost 10% of children under the age of five die every three months.' The IDRF Africa famine relief project will put proceeds from the event towards providing emergency food relief for families with a focus on nutritional supplements for children under the age of 5. It is clear that urgent and consistent aid is required in both regions to help people rebuild their lives.

Nomans Land Promotions promotes soulful music & arts events for a multi-cultural Canadian audience, creating awareness about world cultures and music, enabling a growing understanding and sensitivity towards diversity as a force for unity and peace. *Rising Sun: United for East Africa and Japan* is expected to attract a diverse audience in the footsteps of *Rumi Fest 2010* last year, which was a sold out event attended by over 750 people. Tickets for *Rising Sun: United for East Africa and Japan* can be purchased at: www.risingsunconcert.com.

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For the promo video, please visit: www.risingsunconcert.com

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