

NEWS RELEASE  
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### **Rising Sun rocks the Trinity- St. Paul centre with soul stirring performances!**

(Toronto, Ontario- Nov. 19, 2011) *Rising Sun: United for East Africa and Japan* converged a diverse group of people from all over the GTA at The Trinity- St. Paul Centre. The high ceilings of the historic church reverberated with unique performances and inspiring speeches, recognizing the rich culture and resilience in the face of adversity faced by the victims of the Japanese tsunami and earthquake, and the East African famine.

Yakudo's performance mesmerized the audience with the beat of the *Taiko* drums ranging from the dark and mysterious, to the light and upbeat with a forceful impact culminating in a standing ovation from the thrilled crowd. Ayame Kai performed *Buyo* or mime, semi classical dances to Japanese melodies with martial precision and grace.

Mr. Marty Kobayashi, the former President of the Japanese Canadian Cultural Centre and Mr. Takashi Ishida, the Executive Director of the Japan Foundation described the current situation on the ground, and relief efforts being undertaken in Japan via the JCCC Foundation's Japan Earthquake Relief Fund.

The Sacred Arts and Music Alliance (SAMA') blurred cultural boundaries with pieces ranging from Raga based Gurmat Sangeet, to devotional renditions creating a harmonious spiritual atmosphere. Njacko Backo's African chants to the beat of the Kalimba had the audience singing along and dancing in their seats. He highlighted the issue of education for future African politicians as a pressing need in today's society for long term development in the country.

In the words of Eric Farr, a Toronto based Fellow at the Tony Blair Faith Foundation: "*Rising Sun* is an event that is a remarkable demonstration of inter-cultural concern and indiscriminate interest in the well-being of humanity. This is a supremely positive narrative of cross-cultural collaboration, people of different backgrounds uniting on a global crisis to offer relief and assistance to people of still different backgrounds." Elyas Burney of the International Development and Relief Foundation emphasized the importance of united efforts in providing relief and hope for victims of disasters, detailing the ongoing efforts on the ground through IDRF's East Africa Drought Relief Fund.

In this spirit, Noman Siddiqui concluded the event saying: 'As human beings, we have to realize how interdependent we are on each other, and must learn to contribute our time and efforts to any cause that can bring about a positive change, even at a micro-level- and this is what we hope our event has achieved.' 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. To view event images and promotional partners, visit: [www.risingsunconcert.com](http://www.risingsunconcert.com)

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