

Abraza Ecuador, a solidarity event that unites the world

(Quito, Pichincha. 07-19-2017).- Six Latin American cities are part of Abraza Ecuador, a solidarity concert that aims to join efforts through music to support recovery in quake-affected areas, Manabí and Esmeraldas.

The musical event is the result of a joint work between the International Red Cross which leads the project, Ministry of Tourism and Chilean producer La Otra City. This musical show will take place on August 28 in Miami, Mexico DF, Medellín, Santiago de Chile, Buenos Aires and Guayaquil.

The goal of the simultaneous concert is to reach more than 300 million spectators since it will be broadcasted in all countries through public television, paid television, streaming and in different radio stations.

Fernando Alvarado Espinel, Ecuadorian minister of Tourism, greeted everyone in a video and said "we're already thankful for such incredible initiative and Ecuador will receive you with arms wide open, the world will be focused on our brothers from Manabí and Esmeraldas. Its reconstruction continues and Abraza Ecuador is an opportunity to enjoy and be caring at the same time".

For his part, Pablo Yáñez, vice minister of Tourism Management, recalled that the Ministry of Tourism has worked with public and private institutions to join efforts and recover areas in Manabí and Esmeraldas. "On this matter, activities like Solidary Tours, Ironman 70.3 and the next relaunching of All You Need is Ecuador campaign are aimed at helping compatriots affected by the quake".

More than fifty singers are expected to participate in the concert, one of them is Miriam Hernandez who said it was an honor for her to be part of this event which is an opportunity to be caring through love, unity and prove that we're all brothers.

Prices and the names of artists who will be part of the event will be published on the web page: <http://www.abrazaecuador.com>, where information on this initiative that joins Latin America will be updated.