



**“100 DAYS TO 100 YEARS” LAUNCHES THE OFFICIAL COUNTDOWN
TO THE FIRST ANNUAL
NELSON MANDELA MUSIC TRIBUTE, JULY 18, 19 & 20, 2018
MATOSINHOS AND PORTUGAL TO BE THE WORLD STAGE
TO CELEBRATE THE CENTENARY BIRTHDAY OF NOBEL-PRIZE WINNING HERO
NELSON MANDELA**

**OSCAR-NOMINATED & EMMY AWARD-WINNING ACTOR, ALFRE WOODARD,
LEGENDARY ROCK & ROLL ICON STEVEN TYLER TO HEADLINE STAR-STUDED LINEUP WITH
SPECIAL GUEST NUNO BETTENCOURT
FEATURING NOBEL PRIZE-NOMINEE AND ROCK LEGEND BOB GELDOF,
MULTI-GRAMMY AWARD-WINNER WYCLEF JEAN,
SENAGALESE LEGEND YOUSSOU N'DOUR,
MULTI-GRAMMY AWARD WINNING SOWETO GOSPEL CHOIR
CELEBRATED PORTUGUESE ARTISTS RUI VELOSO AND JIMMY P
AND NEW YORK TIMES BEST-SELLING AUTHOR
ZELDA LA GRANGE AMONG FIRST TO CONFIRM**

FOR IMMEDIATE RELEASE:

April 9, 2018, Matosinhos, Porto, Portugal – This year marks the 100th anniversary of Nelson Rolihlahla Mandela's birth on July 18, 2018. Therefore, today begins the countdown of **"100 Days to 100 Years: A Celebration of Nelson Mandela's Life and Legacy"** that calls for people the world over to rise up and **"TAKE ACTION, INSPIRE CHANGE, MAKE EVERY DAY A MANDELA DAY"**.

To commemorate this historic occasion, organizers are proud to announce the **NELSON MANDELA MUSIC TRIBUTE (NMMT)** on **July 18, 19 & 20, 2018 at Praia do Aterro, Matosinhos, Porto, Portugal to benefit the Nelson Mandela Foundation and local Portuguese charities including Apela.** The event will be presented by the **Municipality of Matosinhos / Porto** and the **Embassy of South Africa** together with **Score Music** in association with **Thirty-Three Productions, Inc.**, which have joined together to organize a fitting musical tribute to Mandela and his legacy of achieving social change through peaceful means and dialogue.

The Nelson Mandela Music Tribute, staged on the shores of Portugal, will be a three-day benefit event celebrating the indomitable spirit of Nelson Mandela, also known as Madiba. NMMT will feature a star-studded lineup of world-class musical artists, award-winning actors, and celebrated dignitaries, with 100% of the net proceeds donated to charity.

Early confirmations for the once-in-a-lifetime occasion include the Oscar-nominated, four-time Emmy and Golden Globe award-winning actor **Alfre Woodard**, who is lending her powerful voice to the NMMT. She reminds us all to **"Be the Legacy,"** and especially calls upon younger generations to help change the world for the better.

The NMMT is also proud to welcome the extraordinary, international best-selling author, **Zelda la Grange**, whose biography *Good Morning, Mr. Mandela* chronicles her life spent with President Nelson Mandela. In 1999 the then President Mandela hand-picked her from his personal staff in his Presidency to remain in his services beyond retirement. Zelda served President Mandela in various capacities as a close confidant over 19 years and until his death on December 5, 2013.

As part of early talent confirmations, the NMMT is proud to announce the upcoming rare European headline performance by multi-Grammy Award-winning artist and rock legend **Steven Tyler & The Loving Mary Band** and will feature special guest, Portuguese guitar virtuoso,

Nuno Bettencourt. Tyler, a member of the Rock & Roll Hall of Fame and The Songwriters Hall of Fame, has sold more than 150 million records, both as a solo artist and as a member of the legendary rock band Aerosmith, and has won multiple Grammy Awards, American Music Awards and Billboard Music Awards, as well as an Emmy Award and the ASCAP Founders Award. As the lead singer of Aerosmith, Tyler stands as one of the most iconic rock stars in history.

Exemplifying Mandela's message, which can reach across every social divide and ages, the Matosinhos NMMT concert will bring together long-established artists with some of today's newest and most popular acts. Celebrating the rich and varied musical stylings of long-time Mandela Ambassadors, artists such as rock legend and global humanitarian **Bob Geldof**, famed front man of the Boomtown Rats, will perform. Multi-platinum writer, rapper and producer **Wyclef Jean** will grace the stage as will Senegalese superstar **Yousou N' Dour**, a close friend of Madiba. Long-time Mandela Ambassadors, the multi-Grammy Award winning **Soweto Gospel Choir** will also perform in tribute to the South African leader. Also joining in the festivities will be Portuguese stars, renowned Rock and Blues musician **Rui Veloso**, and **Jimmy P**, who bring a fusion of Hip-Hop, Reggae, R & B and Rock combined with a high level of performance to show Portugal's widely-respected musical artistry to the world. To celebrate the Portuguese urban culture, we are proud to welcome **Swag On** to the tribute to bring their high-energy DJ performances to the stage.

As part of the Mandela centenary celebrations, famed Portuguese sculptor **José Rodrigues** has generously donated one of his acclaimed pieces to commemorate one of his personal heroes. Rodrigues, one of the most emblematic sculptors of the second half of the 20th century in Portugal, is honored to contribute his standing monument to Nelson Mandela on this important occasion.

Speaking from Leixões Cruise Terminal in Matosinhos, **Luísa Salgueiro**, the Mayor of Matosinhos said, "Nelson Mandela Music Tribute - the celebration of a living legacy, from Matosinhos to the world".

Telmo Fernandes from Score Music said, "The Nelson Mandela Music Tribute exemplifies the need to make people aware of what is happening in the world and continues the example left by Nelson Mandela and his history. There are still many populations living with very little. Illiteracy is still present in the world and there are still many children who are denied access to the most basic needs. Through this festival we want to be influencers of change and globalize the philosophy of Nelson Mandela."

Executive Producer **Christine Hansen** said, "It is a privilege to again serve Madiba, to answer the call to rise and take action to carry on his legacy to a world troubled by so much suffering and injustice. Our goal is to shine a light so that we can all 'Be the Legacy' he dreamed of for humanity. I am sincerely grateful to Score Music and our incredible stakeholders for their unwavering commitment to bring this dream to reality."

The vision for the Nelson Mandela Music Tribute is to contribute to the making of a just society that remembers its past, listens to all voices, and pursues social justice for all as well as to support education, health and empowerment in a spirit of unity, peace and hope for all humanity.

The participation of more performing artists and celebrities will be announced over the coming weeks, and previous Mandela ambassadors will also join in to perform in the tribute to Mr. Mandela, demonstrating their continued commitment to **"TAKE ACTION, INSPIRE CHANGE, MAKE EVERY DAY A MANDELA DAY"**.

Tickets to the charitable event go on sale Wednesday, April 11 at 10:00 am, with a limited amount of tickets available at a special price during the month of April. For tickets and more information, please visit: www.nelsonmandelatribute.com

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ABOUT:



BENEFITTING THE
NELSON MANDELA FOUNDATION

Nelson Mandela Foundation

We are a non-profit organization focused on dialogue and advocacy, and memory and legacy work, founded by Nelson Mandela in 1999. We are the custodian of his life and times; we are a committed facilitator of his living legacy; and we are mandated to promote his lifelong vision of freedom and equality for all.

For more information: www.nelsonmandela.org



City of Matosinhos, Portugal

Matosinhos is one of the largest cities in the district of Porto, located in northern Portugal in the northwest of the Iberian Peninsula on the right side of the Douro river. Situated next to the city of Porto, Matosinhos has a large area surrounded by the Atlantic Ocean. Matosinhos is a city where great industrial development coexists with strong cultural traditions.

The sea at the table, the new architecture, pilgrimages, monuments, historical recreations and the vast coastline makes Matosinhos the perfect venue to honour and welcome the Nelson Mandela Music Tribute.

For more information: <http://www.cm-matosinhos.pt/>



Embassy of South Africa in Portugal

South Africa offers a wealth of opportunities to those looking for their next destination, whether it be their next family vacation or the internationalization of their business.

The mission is looking forward to assist and encourage you to come and explore our country's natural beauty, cultural diversity and heritage, wine and cuisine, events and festivals and the many other attractions and opportunities South Africa has to offer.

Bartolomeu Dias rounded the Cape of Good Hope opening up the world to new maritime routes. That is what we are here to do – to open up new routes for an even stronger relationship between Portugal and South Africa from which we can all benefit.

For more information: <https://www.embaixada-africadosul.pt/index.php/en/>

scoremusic

Score Music is responsible for organizing the Nelson Mandela Music Tribute (NMMT) in Portugal, in full collaboration with the Nelson Mandela Foundation, the South African Embassy in Portugal, the City Council of Matosinhos and Thirty-Three Productions, Inc.

Founded in 1995, Score Music has brought to the best Portuguese stages artists such as 50 Cent, Pussycats Dolls, Rihanna, Nelly Furtado, Lloyd Cole, John Anderson, Ivete Sangalo, Simone, Ana Carolina, Zélia Duncan, Gabriel Pensador, Netinho, Claudia Leitte, among others.

For more information: www.scoremusic.pt



Christine Hansen is the president and CEO of Thirty-Three Productions, Inc. As a visionary and industry expert, she brings "Dreams to Reality" and is globally recognized for her mission to merge the power of music, art, and media to unite the world. In 1998, Hansen founded Thirty-Three Productions, Inc., a boutique event production, entertainment marketing and promotional agency that has produced meaningful branded live entertainment and television events, which inspire change and global awareness of social issues affecting our world today. Hansen's relentless drive and passion have enabled her to make tremendous contributions to leading philanthropic organizations including: The Nelson Mandela Foundation, 46664, the United Nations Association, the UN Association on Landmines, Rock the Vote, the Entertainment Industry Foundation, the Clinton Millennium Network, and many more. Thirty-Three Productions, Inc., was established in New York City and is headquartered in Los Angeles, CA.

For more information: www.33productions.com

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