



Global Citizen Festival India 2016 to showcase a special performance

BookASmile collaborates with Music Basti to fulfil musical dreams of 20 kids

Mumbai, November 19, 2016: Sharing the stage today at the Global Citizen India Festival 2016 with Coldplay, Jay Z, Demi Lovato and other sensational artists is also a group of 20 endearing kids from Delhi based NGO 'Music Basti'. These children have travelled all the way from New Delhi on invitation of BookASmile, the charity initiative of BookMyShow and will be performing today to showcase their diverse musical strengths.

BookASmile was created with a vision to enrich the lives of the less fortunate across India through entertainment led experiences. The initiative believes that Music is a Universal language and has decided to invest in tomorrow's aspiring musicians today. BookASmile has introduced the BookASmile Music Scholarship Program for underprivileged children at a leading music school in Mumbai, whereby inducing music as an alternative pathway for teaching and learning.

Farzana Cama Balpande, Head of BookASmile said, "BookASmile believes that every kid deserves an opportunity regardless of their background. Collaborating with the Global Citizen Festival India 2016 is the perfect platform to combine our synergies to showcase that *Talent* transcends all boundaries of caste, creed, religion and social status."

"The kids who will perform today hail from different backgrounds and communities and the only thing that binds them together is Music. Global Citizen Festival India 2016 shares the same spirit and together we are excited to give these children an opportunity of a lifetime", added Farzana.

Shiv Khemka, Chairman, The Global Education and Leadership Foundation (tGELF) said, "We are proud of the work that BookMyShow is doing with its BookASmile initiative and we are delighted to be with them on this journey. Opportunities like these enable talented young Indians to grow, develop and reach their full potential."

"We are very excited to have the next generation of great musicians display their musical talent on the Global Citizen India stage. What BookASmile has accomplished is truly unique: making arts the center piece of young children's lives" said a **spokesperson from Global Citizen India**.

The Global Citizen Festival India is Global Citizen India's first initiative to catalyse India's journey to achieve the Sustainable Development Goals by 2030. The Festival brings together youth with leaders from across private industry, government, and non-governmental and community organizations to amplify the voice of young people and hold leaders accountable to drive positive change. The celebrated Indian and international personalities and artists in the lineup have all committed their support to champion the causes adopted by Global Citizen India in its first year: Water, Sanitation and Hygiene; Gender Equality; Quality Education.

Global Citizen Festival India is being presented by Colors Viacom18 and Venky's, and powered by UPL and NECC. It is being hosted in Mumbai in association with the Government of Maharashtra with event-produced by Wizcraft International Entertainment PVT. The United Nations is a partner,



and the Times of India Group and Viacom18 are strategic partners. Other partners include Google, Hindustan Unilever, Ola, Spykar, Make My Trip, Taj Group of Hotels and BookMyShow. Key media platforms include Times of India group, Colors, VH1, Colors Infinity, Rishtey Cineplex, the fast-growing digital major Voot, Times TV network and Radio Mirchi.

To find out more visit www.globalcitizen.in, follow @glblctznIN on Twitter and Facebook, and on Instagram using #GlobalCitizenIndia

About BookASmile

BookASmile (BAS) is an initiative run by India's leading online ticketing brand BookMyShow created with a vision to support special causes and enrich the lives of the less fortunate across India through the medium of Experiences & Enjoyment. The initiative invests a lot of energies to create an inviting community to ensure that they can be privy to opportunities, by incorporating into their lives, activities and experiences from across genres like Sport, Cinema, Arts, Theatre & Music. The BookASmile initiative has been operational since 2014 and has been integrated within the BookMyShow App and website.

With BookMyShow's vast customer base, the initiative has been raising funds for special causes whereby every consumer can choose to contribute from Re.1/- per ticket - to a maximum of Rs. 5/- per transaction towards charity. For more information, please visit <https://in.bookmyshow.com/donation/>

About The Global Education and Leadership Foundation

The Global Education and Leadership Foundation (tGELF) is focused on cultivating ethical, altruistic leadership to improve the state of the planet through collective action. Its programme currently reaches over 2.5 million students in 14 countries and it has trained close to 100,000 teachers.

About Global Citizen India

Global Citizen India is a movement brought to India by **Global Citizen**, a social action platform, and **The Global Education and Leadership Foundation** (tGELF), an organisation focused on cultivating ethical, altruistic leadership to improve the state of the planet through collective action. Global Citizen India will comprise a distinctive mix of events, grassroots activism, media campaigning and online activation, to catalyse India's 15-year journey towards achieving the Sustainable Development Goals, and to bring about the end of extreme poverty.

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