

# MARCH 18, 2012 LIVE IN TORONTO

## THE IDAN RAICHEL PROJECT



*Let the sounds of Israel inspire the world*



### MOTEK CULTURAL INITIATIVE

#### INAGUARAL GALA

Queen Elizabeth Theatre

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#### FOR IMMEDIATE RELEASE:

Toronto, ON – Sunday March 18, 2012

**Motek Cultural Initiative** Presents, The Inaugural Gala at the Queen Elizabeth Theatre, featuring Triple platinum recording artist and award winning world visionary, **Idan Raichel** with the **Idan Raichel Project**, accompanied by a 10-piece orchestra, celebrating the release of their latest album, *Traveling Home*.

Idan Raichel was one of the first Israeli musicians to collaborate and fuse different cultural sounds together. Idan uses an array of genres to compose his unique sounds through the collaboration of traditional Middle Eastern with electronic sounds, and Israeli music with regions from West Africa to Latin America and India. The songs are filled with Hebrew, Arabic, Amharic, Swahili, Spanish, Creole and Portuguese lyrics. He has worked with about 100 different musicians and singers, including 5-time Grammy award winner, India Arie. His music promotes understanding and exposure towards Israeli multiculturalism. We are honored to have Idan Raichel a part of MCI's first Gala, given his love and respect by millions of fans, and his heartfelt passion for his beliefs and outreach. Read more about The Idan Raichel Project

*The New York Times*

*'Israeli Singer of the world'*

*Billboard Magazine*

*'One of the most fascinating titles to emerge in world music'*

*The Jewish Journal*

*'Preaches universalism, the power of shunning labels and celebrating humanity'*

**Motek Cultural Initiative (MCI)** is a non-profit organization established to exhibit the relevancy of Modern Israeli Culture through exposure and engagement abroad. **MCI** empowers the mission, and vision **to improve perceptions of Israel** to its own, and all other cultural communities by implementing positivity and relevancy through the art of **music, entertainment, education and community involvement**. **MCI** will foster a connection between Israeli, and Canadian artists by broadening public exposure, eliminating language barriers, and allowing artists to collaborate while strengthening their commitment to Israel. Collaborations will be explored with Jewish and other cultural secular art institutions and organizations.

Motek Cultural Initiative will distribute ALL proceeds to its foundation, funding future projects and community involvement in the GTA, assured. For more information to purchase tickets, VIP & after party passes, please visit us at:

[www.motekculturalinitiative.com](http://www.motekculturalinitiative.com) | [www.mcitoronto.com](http://www.mcitoronto.com) | 1.855.55MOTEK (66835)

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