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World music stars perform to highlight the role of creativity and media in international development

Some of the biggest names in world music will take to the stage at Television Centre in London on the evening of Wednesday 17 June to highlight the tenth anniversary of the BBC World Service Trust - the BBC's international development charity.

Senegalese star Baaba Maal headlines, with Mica Paris, Transglobal Underground and The Proclaimers providing strong support. In addition renowned Bhangra band Swami and Alaap's Channi Singh, the 'Godfather of Bhangra' will perform with Mona Singh. This special two-hour concert will be broadcast in full on BBC Persian Television with excerpts shown on BBC World News. The concert, which will take place before an invited audience, will be co-hosted by Radio 1's Bobby Friction and Nihal, alongside Persian TV's Behzad Bolour and special guest Mica Paris. There will also be a visual artist joining the stars on stage as rising art star Kilford 'The Music Painter' will be painting what he hears. In a generous donation to the charity he will be painting the soundscape of Baaba Maal on a canvas that will be auctioned at a later date.

"Music is a wonderful way to unite people, celebrating cultural diversity and traditions while at the same time drawing attention to critical issues," says Caroline Nursey, Director of the BBC World Service Trust.

Headliner Baaba Maal's involvement with the BBC World Service Trust dates back to 2004, when he featured in a documentary produced by the charity for BBC World News. The programme looked at how African musicians like Baaba Maal can raise awareness of development issues through their music, stimulating debate and change. *We are the Drums*, a song recorded during the documentary and featuring 18 African musicians, including Baaba Maal, was released to mark World No Poverty Day.

“When we are recording, we think about what we are bringing to people,” says Baaba Maal, “what lessons they can take from our music. We talk about things such as the Millennium Development Goals for the continent, giving power to women and being optimistic with the young generation.”

The BBC World Service Trust uses media to enable people to have access to life-changing information that can help them survive, shape their lives and thrive. Working in partnerships to deliver long-term change, it uses a wide range of media formats and platforms to tackle poverty and promote human rights.

Notes to Editors:

- Baaba Maal, Kilford and Caroline Nurse are available for interview.
- The BBC World Service Trust is the BBC’s international development charity. It aims to reduce poverty and promote human rights in developing countries through the innovative and creative use of the media. Access to information, empowerment and ‘voice’ are at the heart of what we do.
- The BBC World Service Trust is an independent charity funded by external grants and voluntary contributions, mainly from the UK’s Department for International Development (DFID), the European Union, UN agencies and charitable foundations. Registered charity number: 1076235
- To receive regular updates on the work of the BBC World Service Trust please register for the monthly newsletter <http://www.bbc.co.uk/worldservice/trust/>
<<http://www.bbc.co.uk/worldservice/trust/>> Or download our Annual Review:

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