



Cambridge Community Samba Band
Arco Iris
www.arcoiris.org.uk

Press Release – For Immediate Release

Band Praises Cambridge Generosity During Pakistan Appeal Town centre samba performance raises over £685 in an hour

Cambridge, UK, 26 August 2010 - Cambridge Community Samba Band Arco Iris, well known for playing some of the hottest and loudest samba rhythms around, today announced that it raised an amazing £685.73 for Oxfam's Pakistan floods relief programme during a short city centre busk last Sunday.

In response to news stories of the sluggish response to Pakistan's ongoing flood disaster, which has already killed over 1,600 people and affects over 20 million, Cambridge band Arco Iris spontaneously arranged a charity gig to play its carnival rhythms in support of Oxfam.

"We were so impressed with the public response on Sunday," says Arco Iris Events Coordinator Larissa Moore. "Cambridge people were extremely generous, donating over £685 in less than an hour! We had a glorious day with unexpected sunshine and big crowds. A huge thanks goes out to everyone who came to support us, including the town centre buskers, who took a quick break while we played two short sets. Cambridge City Council assisted our endeavours with the quick supply of a street collection license."

Of the estimated £460 million needed for immediate needs of Pakistani flood victims, only about £275 million has been donated so far. "We encourage community groups around the country to set up their own fundraising initiatives," Larissa concludes, "Our experience shows just how successful and rewarding such an event can be."

About Arco Iris

Arco Iris is Cambridge's only community samba band, playing the very hottest (and loudest!) of Brazilian carnival rhythms. Our performances range from glittering carnival parades and storming club appearances to local charity events. We have a totally open membership drawn from all sections of the community.

Arco Iris means "rainbow" in Portuguese. We began life in 1993 with a one-off performance of Capoeira and Samba at the Mumford theatre in Cambridge. The following autumn the band got back together to learn more Brazilian and Cuban carnival music. We had a small start up grant from Cambridge City Council, but have been completely self supporting since 1994.

At any one time there are about 60 paid up members and nearly 200 on our mailing list. The membership ranges in age from age 9 to 70 and reflects the population of Cambridge: very multicultural, many students, a few unemployed and a smattering of college lecturers. There are semi-professional musicians and people who have never touched an instrument in their lives, and it isn't always easy to tell who's who!

We play Brazilian carnival pieces such as Batucada and Samba Reggae, and a wide variety of other styles, many written by band members. We play about 30 gigs a year and we have been regulars at samba festivals and events in Ireland, Wales and Paris. We are known for creating a wild party atmosphere and getting everyone dancing.

Arco Iris is run by an annually elected committee of members who are responsible for finance, costumes, gig bookings, transport, accommodation, looking after the instruments and training new leaders.

Contact Details

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