



Cambridge Community Samba Band Arco Iris

Press Release – For Immediate Release

Samba band drumming up support to keep girls in school and out of child marriage - with UK Government doubling donations

The Arco Iris samba band will be busking for Cambridge-based charity Camfed this Saturday, 21 October, in the city centre around 12:30 PM

Cambridge, UK, 19 October 2017 - Cambridge Community Samba Band Arco Iris, well known for playing some of the hottest and loudest samba rhythms around, will be busking for [Camfed \(the Campaign for Female Education\)](#) this Saturday, October 21, in and around Cambridge city centre, including the market square. Camfed is an award-winning Cambridge-based charity, supporting girls in some of the poorest regions of Africa - many at risk of becoming child brides - to go to school, succeed and lead in their communities. **All donations from the public will be doubled by the UK Government under the UK Aid Match scheme.**

The band will play several short sets in and around the city centre, including in front of the Guild Hall around 12:30 PM. Look out for a group of brightly coloured drummers. All monies raised will go directly to Camfed.

Camfed launched its [#UnlockFutures UK Aid Match Appeal](#) last week on the [International Day of the Girl](#). In some parts of rural sub-Saharan Africa, 6 out of 10 girls are married before the age of 18, some as young as 13. Child marriage is fuelled by poverty. When families are destitute, marriage can seem like their daughter's only chance of future security. But rather than protecting a girl, early marriage puts her at grave risk of physical violence, HIV/AIDS, and serious complications during pregnancy and childbirth. It locks down her future and denies her the chance to fulfil her potential and break the cycle of poverty for good.

"Camfed has a unique solution," says Anke Adams, Head of Advocacy and Strategic Communications at Camfed. "We train young women supported to go to school by Camfed, many of whom were themselves risk of becoming child brides, to act as 'GirlGuardians.' They identify girls in their communities who are vulnerable to early marriage, and work with families and local authorities to ensure girls receive the support they need to stay in school and succeed. We're so excited to have the support of local community groups in a city built on education as we work to secure every child's right to be protected, respected, and access a quality education."

"We're so pleased to be able to support Camfed's appeal during these critical three months when all public donations are being matched by the UK Government," says Laura Grimes, Arco Iris' Gig Manager for this Saturday's busk. "We hope lots of people will come along, have a dance, and generously support this charity appeal. A special thanks goes to Cambridge City Council for being so quick to give its support."

To find out more and watch Camfed's appeal video, visit <https://camfed.org/uk-aid-match/>



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About Arco Iris

[Access publicity stills here](#)

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.

About Camfed

[Access appeal photos and captions here](#)

Camfed supports marginalised girls to go to school, succeed, and lead change

Camfed is an international non-profit organisation tackling poverty and inequality by supporting girls to go to school and succeed, and empowering young women to step up as leaders of change. Camfed invests in girls and women in the poorest rural communities in sub-Saharan Africa, where girls face acute disadvantage, and where their education has transformative potential. Camfed not only supports girls and young women through school, but also on to new lives as entrepreneurs and community leaders. To complete the "virtuous cycle," and create sustainable change, graduating students become Camfed Association (CAMA) alumnae, many of whom return to school to train and mentor new generations of students. Since 1993, Camfed's innovative community-led education programs have supported more than 1.9 million children to go to school in Malawi, Zimbabwe, Zambia, Ghana, and Tanzania at more than 5,400 partner schools. In 2014, Camfed was recognised by the OECD for best practice in taking development innovation to scale. This September, Camfed's Learner Guide Programme (which trains 'GirlGuardians') was selected as one of the six winning projects of the [2017 World Innovation Summit for Education \(WISE\) Awards](#) for innovative and impactful approaches to today's most urgent education challenges, and the



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Clara Lionel Foundation honoured Camfed's Regional Executive Director and founding CAMA member Angeline Murimirwa with the [2017 Diamond Ball Honors Award](#).

About UK Aid Match

The UK Aid Match scheme is run by the Department for International Development, and brings charities, the British public and the UK government together to collectively change the lives of some of the world's poorest and most vulnerable people. For every £1 donated to a selected charity appeal, the government will also contribute £1 of UK aid to enable the charity to go further in changing and saving lives, up to a total of £5 million per appeal. Organisations must be UK-based, non-governmental and not-for-profit and be running an appeal set to raise at least £100,000, within a 3 month appeal period. Donations must be from people (not businesses) living in the UK and go towards an eligible international development project. For further information and guidance, please visit www.gov.uk/uk-aid-match.

Contact Details

For more information, please contact publicity@arcoiris.org.uk or aadams@camfed.org.