Matosinhos, 23 April, 2014

PRESS RELEASE

Projeto 80 Roadshow passes through 18 Portuguese cities

MISSÃO SORRISO "MUSIC EXPERIENCE" CHALLENGES 13 THOUSAND SECONDARY SCHOOL STUDENTS

Between January and April, the *Missão Sorriso* "Music Experience" and the Projeto 80 Roadshow visited 18 schools, one per district, from the north to the south of the country, contacting a group of 22,000 young people, between 13 and 17 years old. Taking inspiration from music, an increasingly important and ever-present art form in young people's lives, *Missão Sorriso* raised teenagers' awareness of the problem of hunger in Portugal, encouraging their involvement and active participation in helping the community.

During the Roadshow, 12,960 young people participated in the *Missão Sorriso* "Music Experience" challenge, performing in groups of four, some songs by *Orelha Negra*, with the final score being converted into meals. The initiative, which was "on the road" for 36 days, managed to provide 5,400 meals for needy families identified by the Portuguese Red Cross and the Union of Portuguese Charity Institutions (Misericórdias).

The partnership established with Projeto 80 also aims to promote the creation and presentation of projects whose purpose is teaching good citizenship and active participation in solving social problems by young people, creating links between them and the local communities.

About Missão Sorriso

With the support of thousands of Portuguese, *Missão Sorriso*, in only 11 years, has already contributed to Bem-Estar da Criança (Welfare of Children), *Envelhecimento Ativo* (Active Ageing) and *Luta contra a Fome* (Fight Against Hunger) by donating more than 9 million Euros, and offering over 2,100 items of equipment, as well as food and other material or services, to 184 institutions.

These figures show the success and magnitude of the achievement of Missão Sorriso, a Social Responsibility Program of Continente, which counts on the support of all the Portuguese.

About Projeto 80

Projeto 80 is a programme that encourages youth associations, and whose mission is to motivate and encourage the teamwork of young people in the schools and the communities where they live, through the launching of projects that contribute to sustainable development.

Projeto 80 is jointly sponsored by the Portuguese Environment Agency, the Ministry of Education, the Ministry of Educational Institutions, the Portuguese Institute for Sports and Youth, Quercus and the Green Project Awards with the support of the Portuguese Government.

Learn more at **http://projeto80.pt/**

For more information, contact: GCI | Sílvia Marçal Tel:. 93 721 38 78 Email: smarcal@gci.pt