



# THE INTERNATIONAL CHARITY FOR AFRICA

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## NEWS RELEASE

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### **Local artists join Algonquin students to fight poverty in Africa**

Musicians, fine artists and jewellers alike are teaming up with first-year students of the Algonquin College public relations program to raise money for Ottawa-based NGO, the International Charity for Africa.

A silent art auction and concert will headline *Electric Eclectic* – a grassroots fundraising initiative set for April 9 at The Atomic Rooster. One-hundred per cent of the proceeds will go to programs supporting impoverished African entrepreneurs.

“We wanted to come up with a fun idea that had something for everyone,” says Charlotte Jewer, one of six students organizing the event. “*Electric Eclectic* is just that. It has fantastic musical guests, stunning visual art that anyone can bid on, and so much more.”

Rogers Television personality Matt Demers is scheduled to host the event, which will feature DJ and slam poet Prufrock, acoustic musician Travis Lefebvre, and a secret guest performance from one of Ottawa’s hottest rock bands. Artwork, meanwhile, has been graciously donated by individuals from all segments of the community.

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“The response from people has been very humbling,” says Jewer. “Absolutely everything to date has been donated free of charge, from the venue to the artwork to the entertainment. Together, we are making a tangible difference in the lives of those who need it most.”

*Electric Eclectic is held in conjunction with Micro-credit, Macro-change – the 22<sup>nd</sup> annual community affairs project organized by the first-year students of the Algonquin College public relations program. This year’s project is benefitting Ottawa-based NGO, the International Charity for Africa, also known as ICAfrica.*

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