

5 June 2014

**Press Release**  
**“Setting the Stage – 2015 and Beyond”**  
**International Event to Focus on a Prosperous and Sustainable Future**

A spectacular line up of global artists will hit the stage tomorrow at UN Headquarters in New York for an international musical event hosted by the President of the General Assembly, H.E. John W. Ashe. Through the power of music, poetry and video, performers will point the spotlight on the historical opportunity that will arise in 2015 when world leaders will make decisive commitments to set our planet on a prosperous and sustainable path.

The event will feature several performers from the Caribbean, President Ashe's home region, including the iconic zouk band Kassav' and soca artists David Rudder, Machel Montano and Tizzy. The Band Lalon from Bangladesh, fusing traditional Bengali music with rock, and former child soldier from South Sudan, Emmanuel Jal, turned Hip Hop artist and activist, will bring to the stage the voices of Least Developed Countries (LDCs).

The artists will join their voices and talents to draw public attention to the critical decisions global leaders will make in 2015, when they adopt a new set of goals to focus development efforts and resources for 2015 and beyond. From clean water and sanitation to education, from gender equality to employment, these priorities will seek to shape a sustainable future by improving economic and social conditions for all, while preserving our environment.

"We can be the first generation to end poverty. We cannot not miss this opportunity", says Jocelyne Béroard from Kassav', adding that "these decisions will affect all of us for years to come."

This global effort has given rise to an unprecedented level of consultations among all stakeholders. Over two million people have already voted on the online platform MyWorld, to share their priorities and tell global leaders about the world they want in 2015 and beyond. "We everyday people can also make sure our voices are heard", says Machel Montano, urging global citizens to have their say by casting their vote on the MyWorld survey.

Actress CCH Pounder ("Baghdad Café", "Law and Order", "Avatar", "The Shield") and T. J. Holmes (MSNBC) will co-MC the event, while the Concert's Music Director, Robin DiMaggio is set to take the musical lead. "I am honoured to support and empower such a strong message" said DiMaggio, "and to help bring a global musical presence to the main stage with all these talented artists."

The concert will be webcast live from the United Nations on [webtv.un.org](http://webtv.un.org). NYC residents can watch the concert on Time Warner Cable channel 150. Follow on Twitter [#beyond2015](https://twitter.com/beyond2015).

Jocelyne Béroard (Kassav'), Machel Montano, Sumi (Band Lalou) and Emmauel Jal will give a press conference on Friday at 12:30pm at UN Headquarters in New York.