



MEDELLÍN'S RESPONSE TO COVID-19

'Donatón For Medellín', itinerant solidarity concerts in times of pandemic

In combatting the COVID-19 and its multifaceted implications, Medellín (Colombia), a UNESCO Creative City of Music, continues its culture-led urban regeneration efforts towards social change through the implementation of a series of strategies involving the music sector.

'Donatón For Medellín', a solidarity initiative designed to provide financial resources and non-perishable food to people in need during the mandatory lockdown has been one of the key measures undertaken by the city. Conceived as a two-day itinerant fundraising show, the initiative mobilized several local musicians to tour around different neighborhoods in the city.

With the aim to enhance the outreach of the fundraising event, the concerts held on the second day were also broadcasted on Telemedellín Channel, accompanied with messages from artists and comedians. Examples of local music were also shared with the inhabitants to encourage residents to generously donate to the initiative, reach the goal of 2,5 million USD and support the disadvantaged.

To provide its inhabitants with alternative means of making financial donations, the city also created a dedicated fund titled 'Embracing Love Fund.'

Thanks to the large participation of musicians, both known and unknown, as well as the generosity and commitment of the city's inhabitants, more than 3 million USD has been collected and up to 100,000 food packages were distributed to the most disadvantaged people living in Medellín.
