

ENDESA TEAMS UP WITH TENOR JUAN DIEGO FLOREZ TO CREATE CHILDREN'S AND YOUTH ORCHESTRAS IN PERU

The Children's and Youth Orchestras Scheme is a project aimed at training, educating and rehabilitating society's most vulnerable groups (children and youths) through music.

Endesa will set up an educational orchestral and choral music centre which will be free for students. It will also fund the purchase of musical instruments as well as pay for the teaching staff and the management of the centre.

The model, which was created by Venezuelan maestro, José Antonio Abreu, operates in 25 countries, and is headed up in Peru by the Symphony for Peru Association, whose president is the Peruvian tenor Juan Diego Flórez. The association has a number of music education centres throughout the country.

Madrid, 19 January 2012.- Endesa, through its subsidiary Edelnor, has signed a collaboration agreement with the Symphony for Peru Association to create Children's and Youth Orchestras and give impetus to widespread musical education and training. The signing ceremony was held at Edelnor's corporate headquarters, and was attended by the president of the association, the Peruvian tenor, Juan Diego Flórez, who is regarded as the world's leading tenor, and company representatives. The La Victoria youth orchestra and the Miraflores choir were also presented.

The Children's and Youth Orchestras Scheme is a project aimed at training, educating and rehabilitating society's most vulnerable groups, like disadvantaged children and youths. The model, which was created by Venezuelan maestro, José Antonio Abreu, operates in 25 countries, and is headed up in Peru by the Symphony for Peru Association, whose president is the Peruvian tenor Juan Diego Flórez. The association has a number of music education centres throughout the country.

Endesa will set up an educational orchestral and choral music centre, with the aim of helping disadvantaged children and youths from impoverished neighbourhoods develop both artistically and emotionally through music, removing them from the daily dangers they face, and giving them an opportunity they may not otherwise have.

At the children's and youth orchestra centre, students will receive a free music education and be taught values such as solidarity, excellence, honesty, teamwork and respect for others. The teachers are Peruvian musicians and specialists from other international organisations.

Those interested in joining in 2012 may sign up in March with the courses being open to all children (girls and boys) in Lima aged between 6 and 11. They will be selected and prepared for the various artistic activities.



Communications Department

Press release

The centre is in specially prepared areas at the Edelnor headquarters in the Lima district of San Miguel.

The training programme lasts three years, and more than 100 children will learn to play string instruments (violin, viola, cello, clavino and double bass), wind instruments (flutes, oboes, clarinets, etc...), as well as to sing.

Courses at the centre are scheduled to start in the second week of April 2012 and are completely free as Endesa will fund the purchase of musical instruments as well as pay for the teaching staff and the management of the centre. Endesa will also support and organise concerts by the Maranga orchestra.