



CONTACTS:

Swaha Sircar/ Nidhi Agarwal
Madison PR for the Levi's Brand
+91 9886580087/ 9880177663
swaha@blr.madisonindia.com

A note for the soul

THE LEVI'S® BRAND HELPS "SWARATHMA" BRING THE GIFT OF MUSIC TO VISUALLY IMPAIRED CHILDREN IN BANGALORE

Bangalore, 22nd October 2011 – The Levi's® brand is proud to announce the successful completion of the latest leg of its global "[Go Forth](#)" social media challenge on Facebook. Swarathma, a socially conscious, contemporary folk-fusion band, brought a grin on the faces of several children with a concert at the National Association for the Blind campus in Bangalore on Saturday evening. The concert was attended by over a hundred students from schools for the visually challenged in and around Bangalore and the Bangalore-based band enthralled the audience with a fusion of versatile beats and meaningful lyrics.

As a part of its global "Go Forth" engagement program, Levi's® has collaborated with Swarathma to help their efforts. The "Go Forth" campaign celebrates modern day pioneers around the world and provides people the opportunity to support meaningful causes. As a part of the program supporting Swarathma, people around the world brought the gift of music to blind children by watching a music video featuring Swarathma on Facebook and sharing it through online social communities

"The interconnected Facebook community allows Levi's® to drive global awareness and support of modern pioneers like Swarathma," said Becca Van Dyck, global chief marketing officer of the Levi's® brand. "Through the "Go Forth" campaign, we're hoping to raise awareness and support for a diverse range of pioneers around the globe who embody the ideals of the Levi's® brand and are tackling the greatest challenges of our time."

Swarathma performs free concerts for those who do not have access to live music, using music to raise social consciousness and bring hope to underprivileged people in India, including the children at a school for the blind in Bangalore. "Children at the school for the blind see music in an entirely new way and our music carries with it a message of hope and speaks to the soul, lifting it out of despair and inspiring others to join together to make positive change," said Swarathma's lead singer Vasu Dixit. "We want people around the world to understand the positive impact music can have in people's lives and we're thankful for the support of the Levi's® brand to share our message with millions of people around the world through Facebook."

Since the launch of the [“Go Forth”](#) initiative, Levi’s® fans have helped bring clean water to more than 8,000 people for life by pledging to support [Water.org](#), assisted in feeding and educating 145 orphaned children in South Africa by Tweeting their support of [Thanda.org](#) and now, brought the gift of music to a school for blind children in India simply by viewing a Swarathma music video on Facebook.