



News for Immediate Release

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First Lady Susan Corbett Announces Cultural Exchange Program with Brazil

São Paulo – First Lady Susan Corbett, joined by Governor Tom Corbett, announced today that a Brazilian music ensemble led by composer and performer Paulo Padilha will participate in a week-long educational and performance residency in Pennsylvania in the fall of 2014.

Mrs. Corbett made the announcement during a Pennsylvania tourism luncheon focused on promoting Pennsylvania as an ideal vacation spot to Brazilian tour operators, travel writers and meeting planners. The luncheon is a part of the Governor's Jobs 1st Mission to Brazil.

The ensemble will perform at schools and venues in the capitol area. The five week exchange residency is a collaboration between the Pennsylvania Council on the Arts and Arts Midwest's "World Fest" program, which fosters an understanding of and appreciation for global and cultural differences.

"This exchange will give Pennsylvanians a glimpse into the vibrant heritage of Brazilian music," Mrs. Corbett said. "Experiencing the traditions and talents of other cultures through this and other exchanges will allow us to nurture lasting and productive international relationships."

As chair of the Pennsylvania Council on the Arts, Mrs. Corbett initiated the residency to further strengthen the economic and cultural ties to Brazil. Paulo Padilha and the music ensemble will also provide an array of educational and performance activities designed to reach K-12 students, teachers, families and seniors during their residency week in Pennsylvania.

"By experiencing the arts of another culture, we learn more about our potential business partners, their societies, and their values," Mrs. Corbett said. "Fostering an appreciation for other cultures also opens the door to global commerce."

Governor Corbett, Mrs. Corbett and a delegation of Pennsylvania business, tourism and university leaders are currently in Brazil and next, Chile, on the governor's Jobs 1st Mission, a business development mission to create new economic opportunities for the commonwealth. The mission is focused on creating jobs through export promotion, investment attraction, building relationships to increase port traffic, international student recruitment and promoting Pennsylvania as a world class destination for tourism.

The three-city, two-country mission, privately funded by Team Pennsylvania Foundation, includes stops in the Brazilian cities of São Paulo and Rio de Janeiro, along with Santiago, Chile. It will conclude April 16.

For more information about the governor's Jobs First Mission to Brazil and Chile, visit www.paglobal.org.

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