

ROCKING FOR A CAUSE IN PAKISTAN

A Canadian icon lends his talents to reconstruction in a devastated region.

Canada's Bryan Adams brought his music and compassion to Karachi, Pakistan, in January, thrilling a crowd of more than 10,000 at a concert that raised funds and awareness to help rebuild schools damaged in last October's massive earthquake.

The rock star performed some songs alongside popular Pakistani singer Shehzad Roy, who had invited him to the charity event for the Zindagi Trust, which helps to build schools for disadvantaged children, especially those living in the earthquake area of northern Pakistan.

Young fans singing along to the Canadian pop star's songs and sporting buttons declaring "I Rock for a Cause" cheered when told that ticket

sales would go toward building or rebuilding some 20 schools, and were treated to a fireworks display that lit up the night sky.

Adams said he was glad to discover new fans in Pakistan and to support the troubled region.

"I am here to perform for humanity," he told a news conference, adding that singing in Pakistan's largest city was "very exciting on many levels.... We are the first western artists to come and play a big concert here." He said he was pleased to be given the opportunity to raise some money to rebuild schools damaged in the earthquake. "The perception around the world right now of Pakistan obviously is a country in need of help, and as a Canadian I am very happy and very proud to be part of this."

David Collins, the Canadian High Commissioner to Pakistan, said the rock star "is a Canadian icon of whom we are very proud," not only for his music and celebrity photography but also his philanthropy.

"Bryan Adams is but one example of the thousands of individual Canadians who have responded to the earthquake with their own personal contributions to charitable and aid organizations, who are able to make a real difference in the lives of the survivors," Mr. Collins said.

The 7.6-magnitude earthquake that struck South Asia on October 8, 2005, killed more than 73,000 people, destroying roads and schools and leaving nearly three million homeless.

The Government of Canada responded quickly and generously to the tragedy, with support geared to



photo: Reuters (Zahid Hussein)

Music and compassion: Canadian rock star Bryan Adams acknowledges the crowd during the benefit concert in Karachi.

meet urgent relief and early recovery needs. To date, Canada has contributed more than \$77 million, including deploying the Disaster Assistance Response Team to the affected area to provide clean water and primary health care and other assistance in the first weeks following the disaster.

Zindagi Trust said that it hoped to raise 20 million rupees (\$400,000) through the rock concert to build and rebuild schools. Salman Iqbal, president of the local television channel ARY Digital and organizer of the charity event, said that the concert also had symbolic meaning. "Music is something that can bring countries and cultures together." 🍁

**Learn more about
Canada's High
Commission in Pakistan
at www.international.gc.ca/islamabad and the Zindagi
Trust at www.zindagitrust.org.**



Popular Pakistani singer Shehzad Roy (left) invited Bryan Adams to the charity event for the Zindagi Trust, which helps to build schools for disadvantaged children, especially those living in the earthquake area of northern Pakistan.

photos: CP (Adnan Ali)