



Press Note

2nd Edition of Genesis Foundation's JadhavGADH Music Festival, 2014 5 Bands Perform to Save 10 Precious Lives

Pune, September 27, 2014

When music combines with a good cause, it results in unadulterated soul food. And that's what happened at the 2nd edition of Genesis Foundation's JadhavGADH Music Festival. GF brought together 5 bands at JadhavGADH Fort, Pune, where they sang to save lives of 10 critically ill children from under-privileged backgrounds.

An audience of nearly 200 was spellbound with riveting performances of Geetu Hinduja, Atul Ahuja, Swarathama, Shaair n Func and Parikrama.

The soulful music of these bands resonated in the historic ambience of Fort JadhavGADH. Surrounded by green, untainted hills, Fort JadhavGADH provided the perfect acoustics for the bands.

Geetu Hinduja: Someone who believes that music should be a celebration for life, Mumbai-based singer/songwriter Geetu Hinduja set the tone for the evening with her evocative renditions with her guitar.

Atul Ahuja – Taking over from where Geetu left off, Atul set the stage on fire with a rocking performance of classic rock covers.

Swarathma: After the high-octane performance by Atul Ahuja's band, Swarathma's earthy folk/fusion provided the perfect balance. Vasu Dixit, Pavan Kumar KJ, Varun Murali, Sanjeev Nayak and Jishnu Dasgupta had people swaying to their desi riffs.

Shaa'ir n Func: Known as one of the most fascinating musical duos in alternative and electronic music genre, Shaa'ir and Func is a Mumbai-based music band that was formed in 2007.

Parikrama: What can be a more perfect to a perfect evening than a powerful performance by the popular Delhi-based band Parikrama. It took them no time to have the audience up on their feet and dancing, hoping for the music to never end.

The bands were combined in their view that music is more than just entertainment. It is a way to bring souls together for a cause, a message.

"Music always unites people and at this festival it was heart-warming to see people and musical bands unite for a special cause. I thank all those who made time to be a part of **Genesis Foundation's JadhavGADH Music Festival** and all the bands that filled the air with some soulful as well as foot-tapping music", said Prema Sagar.

Supported by Mini, Rolling Stone, Forbes Marshall, ACTFAQs, Turning Point, Pepsi MTV Indies, QuickRelations, Sab Miller, Fort JadhavGADH and Pepsi, the proceeds from this event will be used to provide medical treatment to 10 GF Kids.

About Genesis Foundation:

Genesis Foundation (GF) supports critically ill under-privileged and orphan children in the areas of cancer, cardiac disorder, post organ transplant, thalassemia and extreme deformities. We Give Life a Chance. GF is registered under section 80-G of the Income Tax Act of 1961, which entitles 50% tax exemption. 100% of funds raised are dedicated towards treatment of critically ill children as all overhead costs are borne by the trustees.

To know more, visit - www.genesis-foundation.net

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