

For Immediate Release

Press Contact: media@rukusavenue.com ~ 818-613-4931

Fresh off White House album release, Rukus Avenue collaborates on mega album with United Nations to fight human trafficking



(Los Angeles, CA) -- Off the heels of releasing White House album "***Act to Change – Music to Inspire***," an album that champions the fight against bullying, **Rukus Avenue's Sammy Chand**, Executive Producer of the "Music To Inspire" series, announces an upcoming album in partnership with the **United Nations Voluntary Trust Fund**. "***Music To Inspire – Artists UNited Against Human Trafficking***," a 40+ track collection of inspiring music, will be officially released at an event at the **United Nations headquarters** in New York City on **January 31, 2017**.

Over 40 renowned artists and dignitaries from around the world have collaborated with Rukus Avenue to participate in the "***Music To Inspire – Artists UNited Against Human Trafficking***" triple album that benefits the United Nations Voluntary Trust Fund for Victims of Trafficking in Persons, managed by the **UNODC (United Nations Office on Drugs and Crime)**. This is a collective fight by the music community to make a social statement and end human trafficking.

Some of the participants appearing on this project include: multi Academy Award and Grammy Award winner **AR Rahman** ; several artists signed to 28 time GRAMMY Winner **Quincy Jones** ; former President **Jimmy Carter** ; Bollywood music legend **Sonu Nigam** and "Fresh Prince of Bel-Air" actress **Tatyana Ali**. Other notable artists and bands include **Joss Stone**, **Michael Franti**, **Vanessa Carlton**, **Anoushka Shankar**, **Ellis Hall**, **Garbage** and **Daryl Hall & John Oates** among many others.

Canadian artists prominent on the “*Music To Inspire – Artists UNited Against Human Trafficking*” triple album include **Steve London, Jeff Dalziel, Dan Davidson, Fefe Dobson, Karl Wolf, Alysha Brilla, Emmanuel Jal** and **Anjulie**. The album’s Co-Executive Producer, **Raoul Juneja**, was born in Toronto and has been active in Canada’s music industry for over 15 years.

On December 7, 2016, Rukus Avenue released “*Act To Change – Music To Inspire*,” a historic album in collaboration with **The White House** Initiative on Asian American and Pacific Islanders (AAPI). Some of the artists and dignitaries appearing on this album include **President Barack Obama** and **First Lady Michelle Obama**, Surgeon General **Vivek Murthy**, “Star Trek” actor **George Takei**, “30 Rock” actor **Maulik Pancholy**, basketball star **Jeremy Lin** and over 20 acclaimed Asian American musicians.

“The honor of utilizing our Music To Inspire series for the White House was indeed great, but now we are entering an international stage with the United Nations Voluntary Trust Fund,” says **Sammy Chand, Executive Producer** of the “*Music To Inspire*” series. “We are empowered with one of the most significant collections of artists to ever come together for a charitable cause, and it is our hope that we bring awareness, resources, and an impetus for change to end human trafficking in our world.”

All proceeds from the “*Music To Inspire – Artists UNited Against Human Trafficking*” album will benefit the UN Voluntary Trust Fund, as one of the largest unified fronts of artists ever assembled for a charitable music album. The goal is to not only uplift the victims of one of the world’s most profitable crimes, but to also bring social awareness, so change can be made in communities to stop this from persisting.

About Rukus Avenue

Founded in 1996 by Sammy Chand, Rukus Avenue’s confluence of cultures has had a signature musical expression that has been noted for its cultural contribution to America. Its storied history has featured artists that have been recognized by the New York Times, Smithsonian Museum, BBC, FOX, CBS News, WNYC, KCRW, and more while its music has been showcased in over 60 different film and television shows from around the world. Considered the conduit of the South Asian music movement in North America, Rukus Avenue recently collaborated with the White House on an anti-bullying album for President Obama’s “*Act To Change*” Initiative. In January 2017, Rukus Avenue’s album “*Artists UNited Against Human Trafficking*” with the United Nations will mark its 22nd release.

For album preview download and press kit visit:

<https://www.rukusavenue.com/media>

For media accreditation to January 31st event, interviews or other requests:

media@rukusavenue.com ~ 818-613-4931