

THE RUMI FOUNDATION

PRESS RELEASE

The Rumi Foundation Sponsors Akram Khan Company's Brazilian Tour

The Rumi Foundation is proud to be supporting the Akram Khan Company's (AKC) Brazilian tour. Based in the UK, The Rumi Foundation carries out the philanthropic work of Rumi Verjee and the Verjee family. A key goal of the Foundation is to support projects that create cultural exchange between groups of people from different backgrounds and geographies. The Foundation supports the arts and education, with a mission to support knowledge building and innovation.

The Foundation has supported projects based in the UK, India, East Africa and South America, as the Verjee family firmly believes in supporting local communities where they engage in commercial activities. In Brazil, the activities are investment in real estate in Rio de Janeiro under the Ipanema Contemporary Living brand (www.impanemaliving.com). Ipanema Contemporary Living has been featured in Wallpaper magazine and Elle Décor Italia, and continues to promote and develop Brazilian expertise by investing in projects which blend innovation, design excellence and environmental responsibility.

In light of The Rumi Foundation's remit and the Verjee family's activities in Brazil, supporting the AKC's Brazilian tour was a natural choice. AKC's innovation in the field of contemporary dance and its mission to promote Eastern cultures around the world are perfectly aligned to the Foundation's goals, and the Foundation looks forward to a long relationship with Akram Khan and his future projects.