

Sony Music Latin and Global Citizen release new “Color Esperanza” track to benefit PAHO’s response to COVID-19 in the Americas



Sony Music Latin and the international advocacy organization Global Citizen have just released a brand-new version of Diego Torres’ “Color Esperanza (The Color Hope),” thus joining forces in the fight against COVID-19.

All record label net proceeds from the song will benefit the Pan American Health Organization (PAHO) and its COVID-19 relief efforts throughout the Americas. Fans may stream the song on all platforms and join the movement at coloresperanza.me.

Dr. Carissa F. Etienne, Director of the Pan American Health Organization (PAHO) said, “we applaud Sony Music Latin and Global Citizen for bringing hope to the people of the Americas through music, and we are thankful to all the fans that, through this song, will help save lives from COVID-19. The funds raised by this new version of Color Esperanza will allow PAHO to continue supporting our countries in their response to the pandemic, especially for the most vulnerable populations in every corner of our Region. Music still brings hope when we need it the most.”

The 2020 version of “Color Esperanza” features some of the biggest, boldest, and brightest stars in Latin music alongside Diego Torres. These include: Gente De Zona, Ruben Blades, Camila, Camilo, Pedro Capó, Coti, Dilsinho, El Cigala, Farruko, Fonseca, Kany García, Leonel García, Leslie Grace, Nicky Jam, Lali, Ara Malikian, Dani Martín, Mau y Ricky, Prince Royce, Rauw Alejandro, Reik, Río Roma, Carlos Rivera, Ivete Sangalo, Thalía, Angela Torres, Manuel Turizo, Jorge Villamizar (Bacilos) and Carlos Vives.

Since its release 20 years ago, Color Esperanza has given audiences unity, peace, and, of course, hope.

To offer support, fans can stream the audio link, watch the video, and use various social media platforms with the hashtags #streamforhope, #streamforesperanza or #coloresperanza2020. As fans engage with the newly released song, PAHO will receive donations as a result of streaming views and viral support.

<https://www.radiohc.cu/index.php/en/noticias/cultura/223472-sony-music-latin-and-global-citizen-release-new-color-esperanza-track-to-benefit-pahos-response-to-covid-19-in-the-americas>



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