

Fidelidade and TVI want Lisbon “by the window” on the first of May

Fidelidade promotes Cuca Roseta concert on the streets of Lisboa

Lisbon, April 30, 2020 - To combat the isolation and limitations of the state of emergency in the country, Fidelidade offers an exclusive live concert by the fado singer Cuca Roseta, which will take place next Friday, May 1st, on the streets of Lisbon. This event - City by the Window - takes place between 5 pm and 8 pm.

The project's aim, part of the initiative Portugal #EntraEmCena (platform of public and private companies to support artists), is based on encouraging the city of Lisbon and all Portuguese, through the broadcast in TVI, partner of this initiative, by sending a message of hope and positivism that is so needed in this period. A project with Fado singer Cuca Roseta and her team, using Fado, and Portuguese popular music.

This initiative is thought and designed so that people can make the most of its passage, from their homes, with all the comfort and safety they can have, giving a different and necessary cultural offer to the city while continuing the restrictions caused by the pandemic.

The concert will take place on the upper balcony of a "stage on wheels" and always moving through various points of the city of Lisbon and the artist will always sing, accompanied by her musicians. For each street that passes or at the beginning of each song, she will also give words of hope and courage to everyone.

The route was designed to cover the most residential areas of Lisbon, where there is a greater concentration of people at home, having, as a rule, the frequent use of wider streets or avenues and so as never to disturb any existing traffic. The passage will be made through residential areas of the city of Lisbon: Benfica, Telheiras, Lumiar, Alvalade, Av. Roma, Areeiro, Almirante Reis, Baixa, Marquês de Pombal and Campo de Ourique.

The concert will be broadcasted by TVI and through the Internet (Facebook, Instagram and YouTube) by the artist and Fidelidade.

So that life does not stop, Fidelidade reinforces its support to Portuguese culture and offers live music to fight the monotonous days we live.

About Fidelidade

Fidelidade is the leading insurance company in Portugal, in both Life and Non-Life. The company is present in the various business segments of the insurance activity and has the

largest insurance distribution network in Portugal, and is also present in several countries, namely Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

www.fidelidade.pt