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Programme Managers
National Tuberculosis Programmes
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In reply please
refer to: MR/jc

Your reference:

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Dear Colleagues,

This message is to inform you about a 24-hour concert during World Tuberculosis (TB) Day 2017 and to ask that you please contribute by disseminating information on it through your initiatives linked to World TB Day.

The concert is a truly unique event that can be accessed free of charge all over the world via internet. The concert, that is a 24-hour virtual international concert, is called *ToBe Continued*. This concert has been taking place for eight years now on the occasion of World TB Day on 24 March every year.

ToBe Continued was created in 2010 by two passionate artists and communicators, Mr Moreno Miorelli and Mr Antonio Della Marina, with the goal of spreading information and knowledge about TB among people that are usually not fully informed about major health issues such as TB. As WHO Director of the Global TB Programme, I have helped them to disseminate information about the concert.

The choice focused on music as a means to reach a large pool of listeners. In doing so, it privileges the so-called “new music”, a generic term referring to various genres, from experimental to contemporary, from classical to jazz and ethno music. It is an extraordinary project: 48 concerts of 30 minutes each performed one after the other, non-stop, as an un-interrupted musical relay, from midnight on the 23rd of March to midnight on the 24th of March (World TB Day). The concerts are streamed live and free on a dedicated website from 48 different corners of the world, representing all five continents. On the dedicated project’s webpage one can find informative materials on TB and a video message recorded by myself. My voice message is also aired several times during the 24 hours of the concert. The web address of last year’s concert *ToBe Continued 2016* is: <http://www.stazioneditopolo.it/24h-2016/index.html>.

To further share knowledge about this initiative, a network was created of un-conventional listening points around the planet. These can be schools, shops, libraries, museums, public and private places, web radios and more. Each listening point is provided with printed and digital informative material on TB and the initiative.

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The whole “musical marathon” is recorded during the event and then uploaded for free online listening indefinitely. Since 2010, this recording has also been part of the international art festival Stazione di Topolò - Postaja Topolove, taking place in the village of Topolò, Udine, on the border between Italy and Slovenia every year in July. This is an event that attracts thousands of visitors yearly. During the festival, a dedicated space in the village is set up to diffuse the recorded marathon for ten days, 24 hours a day. As a result of these efforts, in the past several years national and international media coverage has been quite extensive.

This initiative has been generously supported by donors like the Lilly MDR-TB Project and Sanofi has enjoyed the patronage of our Global TB Programme at the World Health Organization (WHO).

At this time, the proposal to you is to kindly help build awareness of *ToBe Continued* through your website or other means of your choice by announcing, a few days before the event – say, by mid-March - the upcoming concert and sharing the link. This is already happening yearly via the WHO Global TB Programme website. The link to this year’s concert is: <http://www.stazioneditopolo.it/24h-2017/index.html>.

We are certain that awareness and knowledge of TB would greatly benefit from your kind collaboration. The preliminary list of participants for the next edition to be held on 24 March 2017 will include musicians from the following countries: Italy, Greece, Costa Rica, FYR of Macedonia, Canada, Austria, Belarus, Argentina, Russian Federation, Portugal, Spain, Bulgaria, Venezuela, Mexico, Iran, Sweden, Latvia, France, China, Georgia, United Kingdom, Armenia, Thailand, New Zealand, Indonesia, Brazil, Ireland, USA, United Arab Emirates (Dubai), Australia, Singapore, Cameroon, Czech Republic, India, Egypt, Republic of Korea, Japan, Chile, South Africa, Slovenia, Slovakia, Estonia, Norway, Ecuador, Germany, Romania, and Ukraine.

For any enquiries or further information the art director of the event, Mr M. Miorelli, would be happy to provide clarifications and his information can be found at the link provided above.

I am looking forward to your kind contribution in disseminating this information through your channels including your own events on World TB Day 2017. With many thanks for your support.

Yours sincerely

Dr Mario Raviglione
Director
Global TB Programme