

**SHAKIRA LAUNCHES NEW CELEBRATORY MUSIC VIDEO FOR  
“LA LA LA (BRAZIL 2014)” FEAT. CARLINHOS BROWN**

**[CLICK HERE TO WATCH IT NOW!](#)**

<http://smarturl.it/ShakBrazil2014>



(New York- May 23, 2014) **Shakira's** brand new video for **“La La La (Brazil 2014)” feat. Carlinhos Brown** is available now [CLICK HERE TO WATCH IT NOW](#) . The video was directed by Jaume de la Iguana, who has previously shot many of Shakira's videos including "No," "Gypsy," "Rabiosa," "Loca," "La Tortura," and others, and features cameos from Soccer Stars Gerard Pique, Eric Abidal, James Rodriguez, Cesc Fabregas, Sergio Kun Aguerro, Lionel Messi, Radamel Falcao and Neymar Silva da Santos Junior, as well as an appearance by Shakira's son Milan, and legendary Brazilian Musician and Producer, Carlinhos Brown, who is featured on the song. “La La La (Brazil 2014)” featuring Carlinhos Brown is a featured track on **ONE LOVE, ONE RHYTHM: THE OFFICIAL 2014 FIFA WORLD CUP™ ALBUM**.

More than just a music video, "La La La" also includes an important social message, as Shakira and Activia teamed up to support the World Food Programme (WFP) in its goal to build a world with zero hunger, and will be donating funds to support the WFP's School Meals Programme, helping deliver 3,000,000 additional school meals to support good nutrition for children in need.

Comments Shakira: *“La La La (Brazil 2014)’ celebrates the World Cup, the single largest sporting event in the world, and one with an unparalleled ability to unite both people and nations. I wanted to capitalize on the world coming together in celebration to also raise awareness and make a contribution towards nourishing kids and eradicating malnutrition by supporting The World Food Programme's school meals initiative, together with Activia. 66 million primary school age children attend classes hungry--we will be making a donation in order to help provide 3 million school meals to children worldwide, which aside from fighting malnutrition also increase enrollment and attendance, support local farmers and agricultural communities, and encourage parents to keep their kids in school.”*

**To view the music video and find out more about the initiative visit [www.shakira.com](http://www.shakira.com).**

**For more information on the WFP's great work, see [www.wfp.org](http://www.wfp.org)**

**About Shakira:**

Over the course of her career, Colombia singer-songwriter and Grammy winner Shakira has sold over 60 million records worldwide and has won numerous awards including two Grammys, eight Latin Grammys, four World Music Awards, three American Music Awards and five Billboard Music Awards, to name a few. She is the only artist from South America to have a number one song in the US, and has had four of the 20

top-selling hits of the last decade. At the age of 18, she founded the Pies Descalzos (Barefoot) Foundation which currently provides education and nutrition to over six thousand impoverished children in Colombia and is expanding its work to other countries, including newly launched projects in Haiti and South Africa. In October 2011, Shakira was named a member of President Obama's Advisory Commission on Educational Excellence for Hispanics. Shakira served as a coach on the 4th season of "The Voice," NBC's hit reality vocal competition series that searches for the nation's best voice and returned as a coach for Season 6.

<http://www.shakira.com/>

<https://www.facebook.com/shakira>

<https://twitter.com/shakira>

### **About the World Food Programme:**

The World Food Programme is the world's largest humanitarian agency fighting hunger worldwide. On average, WFP reaches more than 90 million people in 80 countries every year, providing them with meals and nutrition programmes that lift them out of hunger and help break the poverty cycle. WFP has been operating its School Meals Programmes for more than 50 years and is the world's largest provider of school meals.

**About Activia:** Present in more than 70 countries in 5 continents, Activia is the largest fresh dairy brand, launched by Danone Dairy in 1987. It contains a unique mix of bacteria selected by Danone's experts, including the exclusive Bifidus Actiregularis (more than 4 billion Bifidus Actiregularis are found per 125g serving). The Activia fermented milk products benefit from more than 20 years of research and expertise. It has been consistently demonstrated through several clinical trials that the Bifidus Actiregularis survives the passage through the digestive system and is able to reach the intestinal flora alive, in high quantities.

Link to watch Shakira's "La La La (Brazil 2014) feat. Carlinhos Brown": <http://smarturl.it/ShakBrazil2014>

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