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**Pioneering Israeli Musician Idan Raichel to Headline Benefit for The Pico Union Project
*Multi-faith Cultural Arts Center is Latest Brainchild from Friday Night Live Co-Creator***

Los Angeles (June 10, 2014) – The Pico Union Project, the burgeoning Los Angeles nonprofit committed to cross-cultural collaboration, announced that acclaimed Israeli musician Idan Raichel will headline a special performance benefiting the organization on Sunday, June 22, 2014 at its historic downtown sanctuary and theater. Proceeds from *Idan Raichel: Up Close & Intimate*, Pico Union Project’s first major fundraiser, will help fund a multitude of new programs designed to reinvigorate downtown Los Angeles and foster alliances among diverse communities through interfaith worship and unique cultural experiences. The Pico Union Project was founded by Craig Taubman, internationally renowned musician and community leader, known to legions of Angelinos as the co-creator of the popular Friday Night Live program at Sinai Temple.

Already a welcoming house of worship to Korean, Latino and African-American churchgoers – and a revitalized home for the Jewish community – the Pico Union Project is embarking on an ambitious roster of programs that celebrate the Jewish principle to “love your neighbor as yourself.” Its unique programs to date have included the *Thanksgivukkah Festival (Light, Liberty & Latkes)*, heralding the once-in-a-lifetime holiday merger, and the interfaith *Downtown Seder*. New programs will include: *The Invisible Hour* – a series of monthly pop-up Shabbat experiences; *Downtown Arts Fest* – local artists providing theater, dance and art workshops for neighborhood youth; and *Third Thursdays* – open source conversations that impact our local and global communities.

Idan Raichel and The Idan Raichel Project are known around the world as musical innovators whose cross-cultural collaborations changed the face of Israeli popular music. Since the release of their first international album in 2006, The Idan Raichel Project has become a global ambassador representing a hopeful world in which artistic collaboration breaks down barriers between people of different backgrounds and beliefs. Their latest album, *Quarter to Six*, features guest appearances by Portuguese fado star Ana Moura, Palestinian-Israeli singer Mira Awad, German counter-tenor Andreas Scholl, Colombia’s Marta Gómez, Malian guitarist Vieux Farka Touré and a selection of some of Israel’s top up-and-coming singers and musicians

“I am truly inspired by the potential of the Pico Union Project to bring a new definition of community partnerships to life,” said Craig Taubman, Founder of the Pico Union Project. “And I can think of no one more fitting than Idan Raichel to help champion this vision. Idan shares our deep commitment to harmony and mutual respect in a diverse world. We are thrilled and honored to host him for this very special performance.”

***Idan Raichel: Up Close & Intimate* takes place on Sunday, June 22, 2014 at 7:30 pm at the Pico Union Project, located at 1153 Valencia Street, Los Angeles. Tickets are available. For tickets or more information on the Pico Union Project, visit www.picounionproject.org.**

NOTE: media opportunities are available with Idan Raichel and Craig Taubman. To cover the event, media must RSVP in advance to Naomi Goldman and receive approved credentials.