

## A Full Week of Brazilian Fun for New Yorkers to Enjoy

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New Yorkers are being encouraged by the Brazilian Tourist Board (EMBRATUR) to experience a week-long photo display by award-winning travel photojournalist Peter Guttman, plus a photo contest and the Brazilian Day Celebration, which happens on August 31, a Sunday.

"The beauty of Brazil and the Brazilian culture is often best displayed through art - whether it's photography or music," said Jeanine Pires, president of the Brazilian Tourist Board. "We invite everyone to experience the beauty and passion of the Brazilian people through these events in New York City."

Award-winning photojournalist Peter Guttman, who has created a guidebook series for Fodors, recently traveled to the Brazil Amazon, swam with pink dolphins, traveled to Parintins for the annual "boi-bumbá" festival and experienced the beauty of the rainforest.

"Traveling to more than 200 countries and visiting each continent, I've taken thousands of photos that capture experiences and evoke vivid recollections," said Guttman. "I've recently returned from the Brazilian Amazon where I was amazed by the colorful and captivating culture and natural beauty in this exotic corner of the world. The wondrous scenes and memories a photo can record - especially when traveling - inspire others to try similar adventures and seek out marvels of the planet."

Guttman's photos will be on display at the Secretariat Building of the United Nations from Monday, August 25 through Friday, August 29. Visitors can view the photos from 9:00 a.m. to 5:00 p.m. Monday through Friday and all are welcome to visit. Please enter and register at the visitor's desk upon arrival.

Weekend tourists and roaming travelers alike are encouraged to enter the Beauty of Brazil photo contest online at <http://promotions.mardenkane.com/brazil/beauty> from August 27 to November 21, 2008.

EMBRATUR is asking for an electronic version of a photo that captures the beauty and wonder of travel and a 100-word essay describing the moment the photo was taken and how, in the entrant's own words, it exemplifies the beauty of travel. All entries will be judged by Peter Guttman.

### Brazilian Day

2008 marks 24 years of Brazilian Day in New York City and the event attracts a culturally diverse audience from throughout the Tri-state (New York, New Jersey, Connecticut) area and beyond.

Celebrating Brazilian Independence Day (the date is commemorated September 7, in Brazil), Brazilian Day also recognizes the Brazilian community living in the United States. The event will feature celebrated pop icons Jorge Ben Jor, Lulu Santos and Banda Eva.

There will also be artists performing forró, a popular style of music, capoeira, traditional dances, and other cultural segments like folklore and food.

Brazilian Day takes place Sunday, August 31 at Sixth Avenue from 43rd to Central Park and on 46th Street between Fifth and Sixth Avenues. The event starts at 11 a.m. and goes until sundown, spilling over 25 city blocks and attracting more than 1.5 million people.

According to Embratur, travel to Brazil is increasing in popularity. The country's overall tourism revenues, they say, are on the rise and nearing record levels as a result of foreign tourists extending the length of their stay and increasing their spending.

Recent studies show that after the Argentinians, Americans visit Brazil most frequently - more than 700,000 tourists from the US visited Brazil in 2007. The majority of these visitors visit to meet family members (34.85 percent) while others visit for business and 26.7 percent traveled to the country for leisure.

Service

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