

FOR IMMEDIATE RELEASE



Royal Music Academy and NiHao Food Bank Initiative Charity Concert Raises Funds to Support North Texas Food Bank

Proceeds from the concert will provide 33,600 nutritious meals to North Texans facing hunger.

May 7, 2024 (Dallas, TX) –On May 4th, the Royal Music Academy and NiHao Food Bank Initiative hosted a charity concert titled "Give Where You Live: A Charity Concert to Support North Texas Food Bank" at the Marshall Family Performing Arts Center of Greenhill School in Addison, Texas. More than 600 guests attended the event. The event raised funds to enable over 33,600 meals to combat hunger in the local community through the power of music. The concert showcased a diverse range of performances by talented musicians while highlighting the remarkable efforts of the NiHao Food Bank Initiative.



Photos provided by Lin Li and Yipin

The evening commenced with a warm welcome from the host, who set the tone for the event, emphasizing the profound impact of the Chinese American community in the Dallas-Fort Worth area and their commitment to giving back to the community they live in. Several honorable guests attended the event, including Texas House Representative Angie Button and Mayor of Addison Bruce Arfsten, among others.

From the stirring rendition of "Palladio" by the Royal Music Academy Chamber Orchestra to the exploration of memory and personal history in "Memory Palace," each piece reiterated the theme of resilience and hope.

The performance of "Schindler's List" by Chengyin Lu, Jiayi Liu, and Lizhen Wu evoked a somber reflection on the struggles of survival and humanity, reminding the audience of their collective responsibility to combat hunger and ensuring dignity for all.

The concert also paid tribute to the previous generations of the Chinese Americans, who brought their traditions and values to America in search of a new life. "Horses Galloping" by Professor Hongyan Lu captured the spirit of freedom and determination, characters that exemplified these pioneers.

The program seamlessly transitioned between masterful musical performances and poignant narratives, shedding light on the NiHao Food Bank Initiative's grassroots efforts to fight hunger in the community. Videos and speeches highlighted the initiative's ambassadors, especially the young generation who actively volunteer, fundraise, and spread awareness about food insecurity.

One of the most touching moments was the performance of "As Wished" by Wenbo Feng, Qihang Lu, Jiayi Liu, Xueyan Wu, Jiahui Zhang, Yankai Peng, and Lizhen Wu. This heartfelt piece paid tribute to the tireless efforts of our parents and their generation, honoring their legacy of struggle and dedication that has shaped a better world for their children, as well as acting as role models leading their children to more community involvement.

As the concert reached its climax, the Royal Music Academy Chamber Orchestra's rendition of "Conquest of Paradise" and "Viva La Vida" echoed the indomitable spirit of the community in the fight against hunger.

The event ended with the recognition of the NiHao Food Bank Initiative's remarkable achievements, including providing over 1.6 million meals and raising \$360,000 for the community as of the end of 2023. Erin Fincher, Senior Director of Foundation Giving & Strategic Initiatives at North Texas Food Bank, graced the stage, celebrating this unforgettable moment and the impact of the NiHao movement.

Bing Xie, the Co-founder of NiHao Food Bank Initiative, said, "The concert was remarkable and beautifully executed, embodying the spirit of giving where we live. Kudos to the Royal Music Academy and all those involved. This event stands as a testament to unwavering commitment in raising critical funds for the North Texas Foodbank and expressing gratitude to supporters of NiHao initiatives."

As the final notes of "You and Me" faded into the evening, the audience left with a renewed sense of hope and inspiration, united in their commitment to creating a brighter future for all. Steven Lu, co-founder of the Royal Music Academy, expressed the motivation behind hosting this concert, "The "Give

Where You Live" charity concert not only entertained but also served as a powerful reminder of the transformative power of music and the unwavering spirit of a community determined to make a difference. We use the power of music to support those in poverty, expressing our care and influence on our community!"

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About Royal Music Academy

Royal Music Academy, renowned in the Dallas-Fort Worth area for exceptional education, houses 500+ students guided by 30+ distinguished professionals. Our faculty includes Tchaikovsky International Piano Competition winners, ASTA national champions, and Liszt International Piano Competition adjudicators, among other esteemed educators. Offering comprehensive instruction across various disciplines, our mission fosters a deep appreciation for music, nurturing both talent and enduring passion.

About NiHao Food Bank Initiative

NiHao Food Bank Initiative, affiliated with the North Texas Food Bank, led by Chinese American volunteers, aims to raise awareness about hunger, enhance community engagement, and promote a positive image of Chinese Americans. Over two years, we've provided 1.6 million meals to North Texas communities.

About the North Texas Food Bank

The North Texas Food Bank (NTFB) is a top-ranked non-profit hunger-relief organization that sources, packages and distributes food through a network of about 500 Partner Agencies and organizations across 13 North Texas counties. The organization also provides food to children, seniors and families through various direct-delivery programs, including mobile pantries.

In its last fiscal year, the NTFB provided access to more than 144 million nutritious meals or nearly 400,000 meals a day, a 5% percent increase over the prior year. The North Texas Food Bank is designated a 4-Star Exceptional organization by Charity Navigator based on its governance, integrity and financial stability, and is ranked 89th on *Forbes* 2023 Top 100 Charities in America. NTFB is a member of Feeding America, the nation's largest hunger-relief organization. For more information, www.ntfb.org.

Media Contacts

Jeff Smith
North Texas Food Bank
jeff.smith@ntfb.org
469-891-7022