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Kid Rock Goes Online



The concert first took place in 2013

Over the past eight years, the WE concert, which is organised by the Salaam Bombay Foundation to raise funds for children, has become an annual event in the city's cultural calendar. The brainchild of Mrinalini Somani — daughter of founder Padmini Somani — the concert features students from across the city, who come together to help underprivileged kids get training in different forms of art. And like all other events this time, the concert, too, has taken the online route.

Speaking to this diarist, Somani, who is coordinating the event that goes live on June 13, said, "It started off as a small thing with friends to make a difference, and since then, the show has grown a lot, from the first performance at blueFrog to NCPA and Royal Opera House. But this time, a physical show didn't make sense, so we thought of doing it online. This has allowed us to reach out to children from across the world; we'll have 50 performances, as opposed to the usual 20 to 25." And because it's online, Aditi Parikh, vice-president, communications, says the involvement of the performers in raising funds is even more as it's a show by the children, for the children. Log on to the foundation's page on Facebook to watch the event and lend your support.