

A True story, mine.



Hi, my name is Augusto.

Yes , the photo above is an old photo of me when I was 21 years young.^[1]

I took that photo in L'Aquila, Italy the 30th March 2009, sometimes I think that could be my last photo ever, but luckily it wasn't.

In fact one week later , the 6th April 2009 , the city of L'Aquila literally collapsed after a devastating earthquake.^[2]

I was there at that moment because I was at my last year to get bachelor degree in mechanical engineering. Quickly Italian artists , first of all singers, came out and took the lead with fundraising initiatives.

The most advertised was the one lead by Jovanotti who was able to unite all the Italian artists and the 21st April 2009 they recorded a song named "Domani".^[3,4]

It was a "We are the World" style initiative , one song to promote unity within the nation and show it off to the World. But female artists , lead by Laura Pausini and Fiorella Mannoia, thought it was not enough. They decided to organize a one-day concert in Milan in the 21st June 2009.^[5,6] In that occasion only female Italian singer performed.

Results:

I am still alive , the most important. Life first.

The song "Domani":

- was on top of Italian Chart for months
- sold 450.000 CDs
- 74.000 Downloads
- raised a total net worth of 1.183.377,35 €

The concert performed by female artists:

- was a Stadium-full one-day event.
- 60.000 live audience.
- streamed on 12 Radio networks through FM and Internet for a total of 38 Millions of listeners.
- gathered a net worth of 1.183.406,52 € from the concert (tickets and merchandise, mainly)
- sold 1.918.794 € of DVDs
- raised a total net worth of 3.102.200,52 €.

These initiatives among others gave benefit for the reconstruction of L'Aquila and Abruzzo, my homeland.

Reference:

[1] My photo in L'Aquila ,
<https://www.facebook.com/photo.php?fbid=1086252687752&set=t.1569450581&type=3>

[2] 6th April 2009 , L'Aquila earthquake
https://en.wikipedia.org/wiki/2009_L%27Aquila_earthquake

[3] Info about the song 'Domani'
https://it.wikipedia.org/wiki/Domani_21/04.2009

[4] The song 'Domani' on YouTube
<https://www.youtube.com/watch?v=kaiekFL69dM>

[5] Info about the concert 'Amiche per L'Abruzzo'
https://it.wikipedia.org/wiki/Amiche_per_L%27Abruzzo

[6] The concert 'Amiche per L'Abruzzo' on YouTube
https://www.youtube.com/watch?v=vWYf8BUvpAk&list=PLo50hpN_RX5yCdLQ3dY-_YuARafj90dXM