

BRADESTINO



MAY 2024 NEWSLETTER

Brazil is more than a Travel Destination

WELCOME TO MY MAY 2024 BRADESTINO® NEWSLETTER

On May 4, 2024 Madonna created history and showed why she is the "Queen of Pop" while more than 1,6 million fans attended her free concert on Copacabana Beach in Rio de Janeiro.

The excitement was built ahead of the concert with T-shirts, souvenirs, billboards with Madonna's face appearing everywhere in Rio.

MADONNA IN THE SPOTLIGHT



Fans were excited with the free show in Rio. It was a once in a lifetime historic event and Copacabana Beach became the biggest dancefloor in the world.



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June is another festive month in Brazil as the Festas Juninas, also known as festas de São João are taking place, but there is more.

Historic Show in Rio

The free show in Rio was the grand finale of Madonna's Celebration world tour, which had started since October 2023 last year.

The Celebration Tour was a reflection of Madonna's career, while performing hits like "Into the Groove," "Like a Prayer" and "Ray of Light."

"Here we are, the most beautiful place in the world," Madonna mentioned at the beginning of the show, referring to the ocean and the mountains around her. "This is magic."

Later, she expressed her gratitude for her Brazilian fans. "You have always been there for me," she said. "That flag: that green-and-yellow flag, I see it everywhere. I feel it in my heart."

"Music" could also not be missed from the set list as music does bring people together. Madonna did add a samba vibe to the song with live drummers and a special guest, the Brazilian drag star Pablllo Vittar.

"Live to Tell," was a tribute to victims of AIDS.

For "Vogue," Madonna appeared in a sparkly dress in the colors of the Brazilian flag and was joined by the pop sensation Anitta, who was the guest "judge" of the night.

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The atmosphere at Copacabana Beach was like a World Cup event, street carnival and New Year's Eve celebration combined. Street vendors were everywhere offering shirts, hats, cups, barbecue snacks and caipirinhas. Fans were dressed up in Madonna outfits and were ready to party.

The world tour and final show in Rio appeared to be a true Celebration and Madonna concluded her show with a remix of her 2009 track "Celebration." Madonna addressed the audience for a final time: "Thank you, Rio," adding "obrigada," the equivalent in Portuguese.

She smiled and let go of a Brazilian flag, flipped a white veil over her head and descended beneath the stage.

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