



**MILWAUKEE**  
JEWISH FEDERATION

**FOR IMMEDIATE RELEASE**

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**Ethio-Jazz Musician Ester Rada to perform at local  
Israeli Independence Day Celebration on April 26**

MILWAUKEE, Wisconsin— *BBC News* recently hailed Ester Rada as “an arresting young singer-songwriter with a rich musical heritage.” A live performance by Rada can be enjoyed during a special free concert at 5 p.m. on Sunday, April 26 at the Harry & Rose Samson Family Jewish Community Center, 6255 N. Santa Monica Blvd. The public is invited.

Rada's cross-cultural sound is a deep reflection of the Israeli-born Ethiopian's heritage. Growing up in a highly religious Jewish family in more than modest conditions in one of the roughest neighborhoods of Israel, gave her the drive to change her way of life and fulfill her dream of creating music. Critics describe her genre-mixing sound as "gracefully combining Ethio-Jazz, funk, soul and R&B, with mixed undertones of black grooves." Shortly after releasing her EP the world discovered the potential of singer, songwriter, performer, and persona of Ester Rada. Her increasing popularity saw her tour the US, Canada, and Europe, and most recently the highly respected Glastonbury Festival. She warmed up for Alicia Keys at her Israel concert, in front of 8,500 people, and received accolades from Key's herself, saying, "She is amazing." Her video "Life Happens" is aired these days on MTV France, East Europe, and Israel, as well as on VH1 UK. [Click here](#) to listen to Ester Rada.

Rada's performance is part of the annual Israeli Independence Day celebration organized by the Israel Center of the Milwaukee Jewish Federation and the Harry & Rose Samson Family Jewish Community Center. To learn more about the other celebration activities, [click here](#).

***About the Milwaukee Jewish Federation***

*For more than 100 years, the Milwaukee Jewish Federation has been dedicated to building a strong Jewish community. We distributed \$20 million last year to Jewish and non-Jewish organizations locally and around the world, and manage philanthropy through our \$150 million Jewish Community Foundation.*

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