

CNH Industrial Brazil Supports Socio-Cultural Program That Brings Music to 50,000 Young People

NEWS RELEASE BY CNH INDUSTRIAL

Northampton, MA | December 21, 2021 04:01 PM Eastern Standard Time



The **CNH Industrial Bank**, **Case IH** and **CASE Construction Equipment** in Brazil are supporting the **Projeto Guri** which is considered to be the largest socio-cultural programs of Brazil with over 50,000 students having classes in education centers located across 280 municipalities in the state of São Paulo.

The Guri Project promotes musical education for children and teenagers from 6 to 18 years and offers classes in musical theory and initiation, choir singing, and string, percussion, and woodwind instruments during the after-school period. The project is led by the social organization Sustenidos and aims to help students reach a better school performance through music. The idea is that music can be a tool that positively influences student behavior and helps to improve education. Providing access to different kinds of experiences and cultures is considered a key to allow students to further develop their skills and build self-confidence.

CNH Industrial has been a sponsor of the Guri Project since the beginning of 2021. The commitment to education and strengthening its local communities is a core value and mission for CNH Industrial, and plays an integral role in the company's approach to social, environmental, and financial sustainability in its global operations.

[View additional multimedia and more ESG storytelling from CNH Industrial on 3blmedia.com](https://3blmedia.com)