

Prog Rock Band Lake Cisco wants to enable cultural reconstruction of the flooded Ahr valley

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On the 14th & 15th of July 2021 disastrous floods destroyed huge parts of the Ahr valley in Germany. Ever since then many of those affected, numerous craftsmen and helpers are still working every day to rebuild homes and important infrastructure. The region is alive because all these people don't stop trying to reestablish a normal life, with all their time, work, and available resources.

The German prog rock band Lake Cisco was nurtured in the Ahr valley. Three of the four professional musicians found their way together at the same school, learned their instruments nearby and played their first gigs ever there. To support the area during this marathon of reconstruction, the band offers the profit of the pre-order of their second album *BRICKS* to raise awareness of the needed continuous support for the area. All the profit generated will be used to organize small concerts, finance awareness videos, help rebuilding cultural infrastructure and more. For this matter Lake Cisco has partnered up with the official state-funded competence center for pop music in Rhineland-Palatinate (Germany).

The starting point of the campaign is the release of the official music video to their second single *Heartbreaker* (<http://www.lakecis.co/bricks>). In this video an affected father-of-three is being documented for one day during the rebuilding of his destroyed family home. The film perfectly conveys the daily burden of the people, the longwindedness of the situation and an oppressive feeling for the destructive impact of the catastrophe. Always reminding its viewers: Even 17 months after the incident numerous craftsmen, helpers and residents are still working their way into normality every day and they could use our help.

More information:

Video *Heartbreaker*: <https://youtu.be/Yk36DphhbSw>

Website *Lake Cisco*: <http://www.lakecis.co/bricks>

Website *pop rlp*: <https://pop-rlp.de/>

Contact & Interview requests:

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