



CUMBANCHA PRESENTS

**IDAN RAICHEL
BERRY SAKHAROF**

**NEW SINGLE:
“LAMA ZE MAGI’A LANU
(WHY DO WE DESERVE IT)”**

RELEASE DATE: AUGUST 6, 2018

Two of the biggest stars in the history of Israeli popular music join forces for the first time on the new single “Lama Ze Magi’a Lanu (Why Do We Deserve It).”

Idan Raichel is a global music superstar who has collaborated with with American pop stars India.Arie, Dave Matthews and Alicia Keys, not to mention a wide range of artists who are household names in their native countries.

Berry Sakharof is known as “The Prince of Israeli Rock” and has been one of his country’s biggest stars for over 40 years.

Together, these two musical titans have created a solid blend of pop and world music that will surely become a major international hit.

This is the third new international single from Idan Raichel in 2018. The first has garnered nearly 10 million plays on YouTube and the second nearly 2 million YouTube views in less than two months. Idan has been trickling out songs one at a time in the buildup to a new album in early 2019.



IDAN RAICHEL & BERRY SAKHAROF
“LAMA ZE MAGI’A LANU (WHY DO WE DESERVE IT)”

- Out August 6th Worldwide on All Major Digital Platforms
- New Music Video Directed by Shay Asheri
- New Idan Raichel Album Out Early 2019
- Over 10 Million YouTube Plays of Previous 2018 Single
- The first collaboration of two of Israel’s biggest stars

CAT. NO.: CMB-DIG-113
UPC: 853001008137
FORMAT: Digital Single

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