

Recreational Music Making

Exploring Music-Making
at Any Level or Age

NAMM[®]
Foundation
NAMMFoundation.org

Message from NAMM

Dear Reader,

Recreational Music Making is part of NAMM's commitment to “promoting the pleasures and benefits of making music.” The pages of this brochure, therefore, are filled with music-making activities by NAMM Members and community organizations that are spreading the joys and benefits of making music. This booklet represents our year-long, music-filled collaboration with Making Music magazine, a great supporter of Recreational Music Making. Our challenge to anyone holding this booklet is to make today the day you start to make music —whatever your age, ability, or level!

Another way to get involved in Recreational Music Making is to learn how you can participate in Make Music Day on June 21, 2015. Visit www.makemusicday.org where you will find tips for how to start, lead, or join an existing Make Music Day event. In addition to planning your Make Music Day activities, be sure to:

- Share your story with us about what you are planning for Make Music Day—from national-level businesses to mom-and-pop retailers and community organizations—your story could be published in Making Music magazine; send your update now or throughout the year to Antoinette Follett at afollett@makingmusicmag.com
- Download the Make Music Day Toolkit from NAMM.org or NAMMFoundation.org; it provides step-by-step instructions for hosting an event at your location or in an open space
- Connect with others in your area through makemusicday.org, and your city can be designated as an official Make Music Day location

Let's fill the world with music! Be a music-maker and a Recreational Music Making champion!

Sincerely,

Mary L. Luehrsen, Executive Director
NAMM Foundation

Contents

Make Music Day.....2

NAMM provides members with ideas and publicity materials to reach out to local musicians and music leaders to organize their own Make Music Day celebrations in communities around the country.

Music Store Connections 4

Music stores bring local musicians together by creating highly successful in-store programs. They give back to their musical communities by interacting in new and innovative ways, and as a result, become a valued music resource in the community.

Music and Wellness 6

Music leaders and program staff create programs that enhance the lives of people of all ages and abilities, helping them discover a new sense of purpose, collaboration, and community through music.

Music Therapy 8

The nonprofit Institute for Music and Neurologic Function (IMNF) was founded in 1995 on the idea that music has unique powers to heal, rehabilitate, and inspire. Since then it has become a leading authority on music therapy research and education.

Music for All Ages.....10

Participation in music enriches the lives of older adults by enhancing their sense of well-being and improving their quality of life. The NAMM Foundation supports a number of initiatives to make sure adults are able to enjoy music making well into their golden years.

Join in Make Music Day 2015.....12

Make Music Day affirms the importance of music and its role in building and bridging communities through making music together. It is a celebration of musicians of all ages and levels gathering to play together. This year's festivities will be truly global, taking place in more than 800 cities across 110 countries.

Make Music Day Events Across the US



Getty Images for NAMM



On June 21, National Association of Music Merchants (NAMM) supported annual Make Music Day celebrations across the country. Part of the international *Fête de la Musique*, taking place in 800 cities worldwide, Make Music Day is a celebration of music making marked by free and open gatherings of instrument-wielding musicians called “Mass Appeal” events.

“NAMM’S vision of a world in which the joy of making music is a precious element of daily living for everyone comes to life on Make Music Day,” says Joe Lamond, president and CEO of NAMM. “There is no better time for music stores and instrument makers to meet new customers, while inspiring more people to play. NAMM Mass Appeal is a clear path for members to create hands-on music making events during the global day of music.”

NAMM provides members with ideas and publicity materials to create their own Make Music Day celebrations in communities around the country. Additionally, NAMM Mass Appeal fellow and musical event organizer Amy Garapic offered her personal assistance in planning events.

For information on Make Music Day events and to learn how you can participate, visit: www.makemusicday.org.

Spotlight of NAMM Members’ 2014 Make Music Events Participation

ALFRED MUSIC helped spread the word about Make Music Day by providing ukulele and choral arrangements to be used in Mass Appeal events around the country.

CASIO celebrated Make Music Day at locations throughout New York City with its Privia Piano Bar—a “portable,” outdoor piano bar mounted on the back of a truck.

CONN-SELMER spread the word about Make Music Day and helped organize some big New York City events.

ELDERLY INSTRUMENTS enlisted the help of area ukulele groups and an old-time string band to lead the store’s Make Music Day jam sessions.

GUITAR WORLD magazine, publisher **HAL LEONARD**, and **C.F. MARTIN CO.**, produced a booklet

of classic rock songs for distribution to participants for national Mass Appeal guitar events.

HOHNER donated 1,000 harmonicas to cities throughout the country to facilitate harmonica Mass Appeals, plus they gave away 30 Air Boards at a melodica Mass Appeal in New York City.

LITTLE KIDS ROCK encouraged its teachers to take part in Make Music Day guitar events, and offered free guitar lessons at public libraries.

KALA promoted Make Music Day in its own monthly newsletter and donated some ukuleles to participating dealers. Kala artist, Jessica Baron of Guitars in the Classroom, hosted a Make Music Day event in Los Angeles involving the My Hero

program at New Roads for New Visions.

MAKING MUSIC magazine published music to be used in Mass Appeal events. Plus, it hosted Make Music Day Mass Appeal events in its home base of Syracuse, New York.

PERCUSSION MARKETING COUNCIL (PMC) supported a Roots of Rhythm workshop lead by Craig Woodson in Fort Wayne, Indiana, for Make Music Day.

REMO recognized Make Music Day at the REMO Recreational Music Center in North Hollywood, California, through their Kids Rhythm Club drum circles, Sisters in Rhythm Women’s Drum Circle, and a Cajon Class with Homero Chavez.

SAM ASH MUSIC hosted ukele jams and drum circles

within the main floor of the store. James Hill, one of the world’s foremost ukulele players, joined in the retailer’s celebration, convincing more people to pick up a uke for the first time.

SWEETWATER SOUND turned their whole Fort Wayne, Indiana, campus into a musical community exploration hub with ten interactive musical events for all to enjoy.

YAMAHA supported events in various cities, including “instrument petting zoos” for children, as well as an event at Disneyland in Anaheim, California, close to its headquarters.

ZILDJIAN loaned instruments for a Boston Make Music Day cymbal and gong event. The company encouraged Make Music Day participation among its artists and dealers.

Recreational Music Making Forum at the 2014 NAMM Show

NAMM held its Recreational Music Making (RMM) forum at the 2014 NAMM Show in Anaheim, California. In keeping with its mission of encouraging recreational music making, the forum’s speakers encouraged audience participation and gave inspirational ideas for connecting with local communities in order to emphasize the spirit of making music together, along with the content and process of learning music.

Grammy-winning musicians Cathy Fink and Marcy Marner kicked off the gathering with a strum and drum jam session. Singer-songwriter Darden Smith and executive director Mary Judd shared stories and songs from the SongwritingWith:Soldiers program. An active question and answer session followed.

The 2014 RMM Steering Committee included: Antoinette Follett, Making Music; Rick Carlson, Kala Brand; Karl Dustman, Percussion Marketing Council; John Fitzgerald, Remo; Roger Lewis, MusicMaster; Bob McNally, Strum Stick; Debra Perez, Way Cool Keyboarding; Dan Rodowicz, Yamaha Corp. of US; Ryan West, West Music; and Mary L. Luehrsen, NAMM director of public affairs and government relations and executive director, NAMM Foundation.

Building Community Through Local Music Store Connections

Many local music stores bring musicians together by creating highly successful in-store programs. They give back to their musical communities by interacting with them in new and innovative ways. “It’s all about making music and the richness of community and experience,” explains Mary L. Luehrsen, executive director of the NAMM Foundation and NAMM director of public affairs and government relations.

West Music Sponsors Choirs for Adults and Teens with Disabilities



SoundReach, sponsored by West Music, is a performing choir for adults with disabilities. “We want to give them an opportunity to fulfill their passion for music, while participating and socializing with other peers who have similar interests,” Kelly Carlson, director of music therapy, says. The program, started in 1994, serves about 200 choir members each semester who belong to four choirs and also hosts a TeenReach choir, started in 2011, which serves teens and “tweens” with developmental disabilities. TeenReach takes place in Marion, while SoundReach is located in Marion, Urbandale, Coralville, and Davenport, Iowa.

To learn more visit: MusicTherapy.WestMusic.com/MusicTherapy

Catherine Swiderski, 17, of Cedar Rapids, not only enjoys the music, but has found new confidence through TeenReach. “Catherine joined the program because she loves to sing,” her mother, Mary, says. “While she is a member of the choir at her high school, since she has Down Syndrome, the speed and complexity of the music is sometimes a problem for her. The smallness of the group, the comfort of being with friends and meeting new ones, and the chance to be a part of decisions regarding music chosen are all beneficial for her.”

Maureen McCue and her son, Michael, have participated in the SoundReach program for a decade, and she says the program provides the best therapy. “Singing in the choir helps frame and order our week and distracts and calms Michael when he’s in a cranky or oppositional mood,” Maureen says. “Laughing and singing are cheaper, more reliable, and more enjoyable than medications for bad moods or behaviors. Over the years, we’ve gained many friends and a deep appreciation for the many thoughtful, caring, and creative members of the community. The program has enriched our lives in many ways: more confidence, self-esteem, friends, and all that such experience implies. Besides that, we’ve learned a lot of new songs!”

Valley Keyboards Connects with the Community through Piano Classes for All Ages

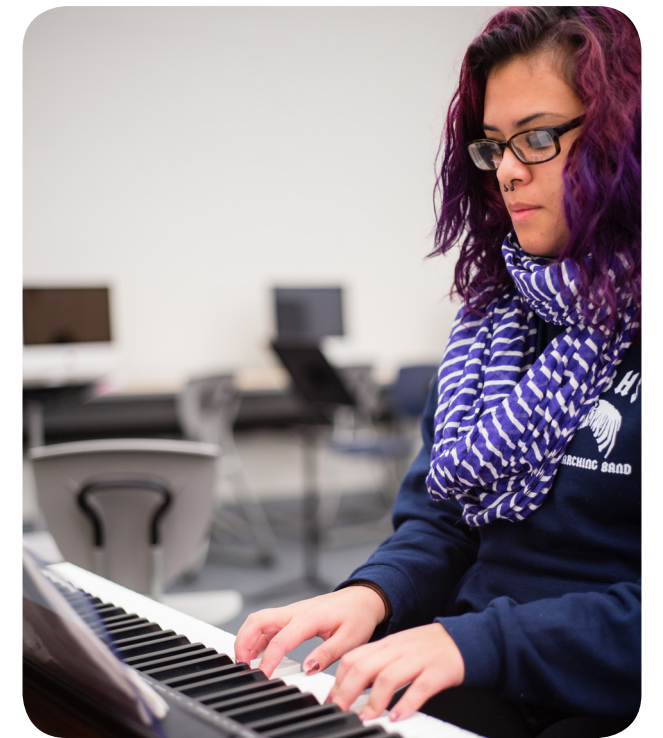
Debra Perez and her husband, Matt, own two Texas piano stores, The Piano Gallery in Corpus Christi and Valley Keyboards in McAllen. The stores host keyboard classes for all ages. Musical Moments is for adults who have always wanted to play piano or have played previously and want to come back to music. Way Cool Keyboarding is for teens who want to play, but aren’t interested in a traditional learning path. And Way Cool Keyboarding 4Kids provides children six to 10 years old a positive learning environment to begin their musical experience.

“These types of programs are a win for everyone involved,” Debra Perez says. “The students benefit greatly at many levels and the teachers find the experience enriching to their own lives. The store creates a place for people of all walks of life to come together and make music. Instruments and music are sold to enhance the journey.”

Currently, there are more than 30 piano classes weekly in each city, and Way Cool Keyboarding summer camps are held in June and July. After school music classes are provided in schools that aren’t able to support a regular music program.

Perez developed the programs with composer/arranger Will Baily. “We discovered that a fun, encouraging learning environment helps nurture creativity and the many life benefits that are available when playing music,” says Perez.

That positive energy is confirmed through the students who participate. Cherie Hodges, 45, takes lessons at the McAllen location and joined to continue the musical education started in her childhood. “I love the piano and believe music, especially playing music, is beneficial for the mind and



the soul,” she says. “I’ve gained a great deal of satisfaction and enjoyment and I think it’s amazing and wonderful to be in this program created by Debra and Will. They have developed a truly unique method that offers the opportunity to learn so much while simultaneously maintaining a relaxing and fun atmosphere. I’m hooked!”

To learn more visit: MusicalMomentsRMM.com



Music and Wellness

According to the National Center for Creative Aging, “the arts can serve as a powerful way to engage elders in a creative and healing process of self-expression, enabling them to create works that honor their life experience.” That organization’s Creative Aging Toolkit is designed to help leaders and program staff create programs that enhance the lives of older adults, helping them discover a new sense of purpose, collaboration, and community through music.

Lowrey Is Fun & Easy (LIFE)

Lowrey Is Fun & Easy (LIFE) is an organization that supports music makers in a variety of ways, all intended to encourage people to join a Lowrey music making class, bring friends to class, and continue to learn. Many LIFE members start out in a Lowrey Magic class—a 12-book, 120-song learn-to-play program.

Members of the LIFE program have access to monthly newsletters and e-mail updates with articles about music making and social activities, plus themed music packs with sheet music, history, and tips. LIFE leads and encourages social activities and volunteer projects to bring class members together in and out of the classroom. These include programs like Homes for Our Troops (HFOT), Toys for Tots, Kids Need Music, and Mr. Holland’s Opus.

“As a former nurse, I couldn’t help but notice how shy persons would come out of their shell and be themselves [in class]; the confidence level becomes very apparent;



members suffering the loss of someone very close to them become more at ease through the support they receive from class and LIFE members,” says Joyce Kaplan a retired RN living in Dallas, Texas, who attends with her husband, Dennis. “We are all senior citizens, but we don’t have to act like it or to take a diminished role in the community. These programs have had a can-do, enabling effect on us.”

“The project for which we are proudest has been HFOT,” says Kaplan. “We held a huge concert, raffles, bake sales, auctions, supported runners in two Marine Marathons, since 2006, raising in excess of \$17,000.”



Photo: Remo Inc.

Remo HealthRHYTHMS

There is a strange power that knows no generation gap. It makes babies coo, children giggle, teens swoon, adults dance and elders connect with profound joy. Music is a great connector. Recreational Music Making programs have allowed Remo to touch lives around the world in playful and profound ways. Remo has trained about 3,000

people from all walks of life and 25 different countries, to facilitate transformation through our evidence-based HealthRHYTHMS Group Empowerment Drumming program.

HealthRHYTHMS facilitators are people like Kevin Cooley of San Antonio, Texas, who recently completed a multi-city tour facilitating HealthRHYTHMS for participants as young as 100 years old!

“I have been a musician all of my life, and while I have always enjoyed performing, there came a time where I felt a need for something more,” explains Cooley. “My desire to bring something positive to others through music was

fulfilled with the HealthRHYTHMS protocol. While I work with many different groups, the senior population has become my favorite. It is such a joy for me to provide my participants with physical exercise, stress relief, emotional support and social interaction ... all wrapped up in the fun of drumming!”

“We didn’t know we ‘had a rhythm’ or needed one until Kevin came along and showed us what fun we could have looking for it. Drumming will lift your spirits,” says Norma Whitt, resident at Morningside Ministries at the Meadows, a senior living community in San Antonio.



Yamaha QuickPlay

Yamaha’s QuickPlay allows adults to realize the dream of making music and playing the piano at their very first lesson. Set in a no-pressure, supportive, relaxed, group setting, participants are amazed by what they are able to play during their first class. QuickPlay creates a social aspect to learning through piano class communities where adults can learn without the frustration and steep learning curve that can accompany traditional lessons.

QuickPlay uses Yamaha’s CVP digital piano, that literally “lights the way” for the students to succeed. Lights above every key guide the participants confidently through songs, with fully orchestrated arrange-

ments for amazing results and satisfaction. The goal of QuickPlay is to start participants on their way to a lifetime of enjoyable music making, musical expression, and fun.

Jack Melvin from Keyboard Connection in Jacksonville, Florida, runs a very successful Yamaha QuickPlay program. “Playing the CVP501 is fun and satisfying, but I have to turn it off at 1:00 A.M. to get some rest,” says Louis Lindsay, who takes part in the Keyboard Connection Piano Club at Melvin’s store.



“I knew when I heard ‘Linus & Lucy’ I was hooked! I always learn something new when I come to this group meeting!” says Gwen Branch, another Jacksonville participant.

Music Therapy

The nonprofit Institute for Music and Neurologic Function (IMNF) was founded in 1995 on the idea that music has unique powers to heal, rehabilitate, and inspire. Since then it has become a leading authority on music therapy research and education.



Dr. Concetta Tomaino

Music Therapist Dr. Concetta Tomaino, DA, LCAT, MT-BC, is the executive director and co-founder of the IMNF and senior vice president for music therapy for the CenterLight Health System. She is on faculty at the Albert Einstein College of Medicine, Lehman College/CUNY, and the Consortium of NY Geriatric Education Centers. She is a former president of the American Association for Music Therapy.

Tomaino has received numerous awards for her work in music therapy, including the American Music Therapy Association's Lifetime Achievement Award (Nov 2014), the Award of Accomplishment from Music Therapists for Peace at the United Nations, as well as the Music Has Power Award (2004), for her outstanding contributions, leadership, research, and service in music therapy.

Tomaino was raised in New York City where she learned to

play accordion, and later, trumpet and piano. It was while studying at Stony Brook University that she first became interested in the then-emerging field of music therapy. She earned a degree in Arts in Music Performance with minors in psychology and sciences. She studied music therapy independently as there was no program at Stony Brook back then, but continued studies at NYU receiving both masters and doctoral degrees in music therapy.

In 1980, Tomaino began work at Beth Abraham as the facility's only music therapist, and it was during the first year that she met visiting neurologist Dr. Oliver Sacks, author of the breakthrough book *Awakenings*. Both were interested in the response of dementia and other brain trauma patients to music. They have since spent years working together researching and championing the benefits of music therapy. Together with Sacks, Tomaino co-founded the Institute for Music and Neurologic Function with the Beth Abraham Family of Health Services.



Photo: AARP's My Generation, a weekly lifestyle series

Institute for Music and Neurologic Function

Founded in 1995, the nonprofit IMNF is a member of the CenterLight Health System (formerly Beth Abraham Family of Health Services). Directed by Dr. Concetta Tomaino, with medical guidance from Dr. Oliver Sacks, the institute allows researchers to apply their theories and follow long-term patient rehabilitation. The institute collaborates with other health care research institutions to further the cause of applying the power of music to healing and wellness, especially in the area of patients with brain trauma. The focus is on the effectiveness of music therapy, how and why music works on the human body and mind, and how the brain processes music. IMNF music therapists use rhythm and music to address rehabilitation goals.

IMNF-trained caregivers who use music therapeutically report more positive caregiving experiences. Music often unlocks memories to allow shared reminiscences. Today, the IMNF is considered a leading authority on music therapy treatment, research, and education, and students from across the globe come to the IMNF to study with its music therapists. Additionally, the IMNF offers its services to patients in New York City who have suffered neurological traumas such as stroke, Alzheimer's disease and other forms of dementia, Parkinson's disease, and other conditions. The IMNF applies its vast clinical experience in music therapy to diverse client populations; and provides internationally recognized training in music therapy.

Music Has Power Awards

Each November the IMNF holds its Music Has Power Awards. The fundraising event symbolizes the visionary spirit of the institute by honoring those who have supported its pioneering mission to combine science and music to promote healing and wellness.

This year's award recipients included Nobel Prize scientist Dr. Paul Greengard and his wife, world-renowned sculptor Ursula von Rydingsvard. Together, they created the Pearl Meister Greengard Prize to recognize the contributions of women scientists. Greengard is the Vincent Astor Professor of Molecular and Cellular Neuroscience at Rockefeller and director of the Fisher Center for Alzheimer's Research. Von Rydingsvard is known for creating large-scale, often monumental sculpture from cedar beams, which she painstakingly cuts, assembles, and laminates. These honorees embody the marriage of music, art and science; a true reflection of the Institute's mission.

Also honored at the Music Has Power Awards was the family of Glen Campbell. Through Campbell's Goodbye Tour and the film *Glen Campbell ... I'll Be Me*, they have courageously raised awareness of the therapeutic use of music in treating Alzheimer's patients. From their June 2011 announcement of Campbell's diagnosis, he and his family have come to symbolize the challenge of living with the disease. They have advocated for increased research money and testified before Congress.

Previous honorees include distinguished neurologist and author Dr. Oliver Sacks; Henry Z. Steinway of Steinway & Sons; Karl Bruhn, music wellness advocate; Remo Belli, drumming/wellness advocate and CEO of REMO drums; and Mickey Hart, musicologist and percussionist with the Grateful Dead.



(L to R) Marilyn Maye, IMNF Executive Director Concetta Tomaino, 2012 honoree Tom Calderone (President of VIACOM's VH1, VH1 Classic, and Palladia), and IMNF Honorary Board Member Michael Feinstein.

Photo: Ken Brown

Music for All Ages

It's no secret that music is a pastime that can continue throughout your life. In fact, research shows that participation in music enriches the lives of older adults by enhancing their sense of well-being and improving their quality of life. The NAMM Foundation supports a number of initiatives to make sure adults are able to enjoy music making well into their golden years.

New Horizons Bands

www.newhorizonsmusic.org

New Horizons International Music Association provides exciting opportunities for adults interested in exploring music. It is a supportive and inclusive music community for members who have played casually all their lives, haven't picked up an instrument in years, or are just learning to play for the first time. Scheduled practices provide seniors with a regular routine. Group concerts are an exciting culmination of their efforts that they all look forward to.

New Horizons Music programs include a wide range of musical groups—bands, orchestras, and choruses—scattered mainly across the US, but also in a few other countries, including Canada, Australia, and the United Kingdom. If a senior can't find a suitable ensemble in their area, fear not! Members are encouraged to start up their own music groups to suit their needs.

Picking up an instrument or dusting some cobwebs off the vocal cords and practicing music in a group environment allows seniors to challenge themselves. It provides



opportunities to grow intellectually, gain new friendships, and become part of a collaborative, inspiring team of like-minded individuals.

New Horizons founder Roy Ernst is convinced there's a fountain of youth effect for New Horizons musicians. "They age well," he contends. "They are more active, more intellectually stimulated. Maybe it's because the kinds of people who seek out music are healthier to begin with. Either way, the music's got something to do with it."

North Coast Strings

www.northcoaststrings.org

The success of the New Horizons programs inspired Carolyn Grant to spearhead a new group for string players. Grant, who is executive director of the Museum of Making Music, wanted to fill a niche for recreational string players in Southern California.

North Coast Strings, established in 2008, follows the same guiding principles as New Horizons music groups. The participants, ranging in age from 25 to 85, have varying skill sets. "Some people have never even read music before," says Grant. They are learning everything here." Practices are held at the Museum of Making Music in Carlsbad, California.

With violins, violas, cellos and basses in tow, members of North Coast Strings bring it back to the beginning, learning classical pieces in a patient and friendly environment.

"I knew I needed to do something to keep my mind sharp so I decided to learn to play cello," says retired schoolteacher Judy Howarter. "This group has brought me great satisfac-

tion. I look forward to every rehearsal because I know I will learn new things and share some laughs with a group of people who share my goal of just enjoying what we are doing and learning in a comfortable, stress-free environment."

New Horizons Band Camps

www.newhorizonsmusic.org/camps_events/events.html

New Horizons offers many opportunities outside of regular music group practices to allow musicians to stay involved, strengthen their playing, and meet other musicians. Music camps are offered throughout the year, gathering members from different locations to share in the experience of creating music.

Last fall, the Great Lakes Tour took place in Grand Rapids, Saline, and Port Huron, Michigan. These were a series of short two-day camps for participants who may not be able to commit to a longer, more expensive camp. In 2014, 154 musicians attended the camp tour. Some even came



Read more about the New Horizons Bands and North Coast Strings programs at www.MakingMusicMag.com/music-for-all-ages.

Funding for the orchestra is provided by student tuition and grants from the Saxton Family Foundation. This money allows North Coast Strings to purchase sheet music, have professional musicians and singers accompany it, and even to have original pieces written for the group.

to all three events. The feedback from attendees was overwhelmingly positive, with 97% stating interest in attending future music camps.

Longer four- and five-day camps are also offered through New Horizons. "The good thing about attending a music camp is you get more practices and more directors," says Bonnie Brado, 70, a retired teacher who attended a camp in Bend, Oregon. "It's great to be directed by people with different experiences. It makes you a better musician. Each director brings new methods to the table."

"Band camp is also a good place to compare notes with musicians from other New Horizons groups, and bring ideas back home," she continues.

In 2015, a whole array of camps will be held across the country, including in Colorado Springs, Colorado; Sioux Falls, South Dakota; Holland, Michigan; and Chautauqua, New York. The camp at Chautauqua is the longest running and largest of the camps. The five-day camp will offer advanced, intermediate, jazz, and Dixie band; orchestra; and chorus, among other classes and ensembles.



There are currently 9,200 musicians in more than 200 New Horizons groups across the world, from Australia, to Ireland, to Italy.



Studies show that playing a musical instrument can help prevent dementia, and disorders in sensory processing, motor function, and cognition.



Joining a community band is also beneficial from a social standpoint, as those who seek out a network of friends and peers are shown to recover better from heart surgery and other ailments.

Join in Make Music Day 2015

Make Music Day affirms the importance of music and its role in building and bridging communities through making music together. It is a celebration of the musician that's in all of us, and in that spirit, musicians of all ages and levels will gather to play together. This year's festivities will be truly global, taking place in more than 800 cities across 110 countries.



Make Music Day is an opportunity for music stores and community organizers to work together, hosting newsworthy events such as Mass Appeals (massive projects for a single type of instrument), musical instrument petting zoos, open mics, or anything they can imagine. It's also an opportunity for amateur musicians to collaborate and take the stage and

for professional musicians to meet new people in their communities. Music has the power to build and bridge communities, as well as to heal, connect, and inspire. So tap your feet, grab your instrument, and gather your community to make 2015 Make Music Day the biggest celebration of music ever.

"Make Music Day encourages a different perspective on music making," says Make Music Alliance Executive Director Aaron Friedman who spearheaded efforts to bring Make Music Day to the US in 2007. "Our country is teeming with musicians of all different genres and levels. Bringing them together to celebrate music is a powerful way to enrich our communities and motivate others to make music a part of their daily lives."

Each city organizes their events independently, often as a collaboration between community groups, music stores, government agencies, and civic leaders. Each event incorpo-



rates local flavors and cultures into the music making. In 2014, 3,187 free concerts were organized for Make Music Day. The movement has now spread to dozens of states and cities across the country, including:

- Arizona: Yuma
- California: Downey, Fullerton, Los Angeles, San Diego, San Francisco, and Santa Cruz
- Colorado: Aurora and Denver
- Florida: Fort Lauderdale
- Illinois: Chicago, Moline, and Normal
- Indiana: Fort Wayne
- Iowa: Cedar Falls
- Maine: Portland
- Massachusetts: Boston and Cambridge
- Michigan: Grand Haven and Lansing
- Nevada: Incline Village
- New Hampshire: Plymouth
- New Jersey: Hoboken and Montclair
- New Mexico: Santa Fe
- New York: New York City, and Syracuse
- Oregon: Beaverton, Eugene, Portland, and Salem
- Pennsylvania: Philadelphia
- South Carolina: Columbia and Greenville
- South Dakota: Rapid City
- Tennessee: Nashville
- Texas: Austin, Brownsville and Dallas
- Washington: Bellingham, Issaquah, and Seattle
- Washington, DC
- Wisconsin: Madison and Milwaukee
- Canada: Ottawa, Vancouver



Create Your Own Make Music Day Event

It's easy to do! Here are some ideas to help you get started.

- Download the Make Music Day toolkit from NAMM.org or NAMMFoundation.org
- Find out if your city already has a Make Music Day celebration by going to makemusicday.org. If it does, follow the links to your city to get involved by performing, hosting a concert, or volunteering to help organize.
- If your city doesn't have an organized Make Music Day celebration yet, you can plan to launch one. Get in touch with the nonprofit Make Music Alliance (www.makemusicday.org). The Alliance exists to serve Make Music Day organizers around the world to help them promote participation, provide tools to help manage community events, foster collaboration, and create an atmosphere of mentorship and support.
- From drum circles to guitar strum-alongs, this is a grassroots effort. Don't be afraid to start small and launch your own event!
- Remember, all concerts are free and open to the public. The focus is on involving as many musicians, at all levels and ages, as possible.
- Concerts can take place anywhere: porches, garages, storefronts, gardens, and parks.
- If you run a music store or school, consider holding an outdoor "instrument petting zoo" for children.
- Start spreading the word about Make Music Day to local musicians.

Visit www.MakingMusicMag.com/make-music-day-planning for more information on hosting music events in your community or local music store.



Making Music Engaging and Inspiring Musicians®

Making Music magazine encourages recreational musicians to become more engaged in playing their instruments and to participate in the larger music making community. Instead of focusing on one instrument or genre, as most music magazines do, *Making Music* covers all types of music makers, from beginners to long-time players and teachers, from brass bands to rock and roll, from group keyboard lessons to drum and ukulele circles.

In each issue, *Making Music* promotes better living through recreational music making by including music health and inspirational articles, short instructional articles, profiles of famous and amateur musicians, as well as tips from the pros and links to online content.

Visit: MakingMusicMag.com



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