

JOIN THE WORLDWIDE CELEBRATION OF MUSIC!



MAKE MUSIC

JUNE 21

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@MakeMusicDay



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Foundation

1 What is Make Music Day?

What is Make Music Day?

Make Music Day is an annual celebration that occurs each June 21, when people in more than 1,000 cities around the world make music together on the summer solstice.

In 1982, Jack Lang and the staff of France’s Ministry of Culture created a new kind of musical holiday they called Fête de la Musique, which means both “festival of music” and “make music!” They imagined a day where free, live music would be everywhere: street corners, parks, rooftops, gardens, storefronts, and mountaintops.

Today, Make Music Day has become an international phenomenon, with millions of musicians of all styles, all ages, and all skill levels reimagining their cities as stages, and using music to spread joy to their communities. And Make Music Day is spreading quickly in the United States.

Why join Make Music Day?

Make Music Day **brings joy, inspires creativity, and transforms communities**. It celebrates and promotes the natural music maker in all of us, regardless of ability. Make Music Day events turn sidewalks and streets into impromptu stages; let amateur musicians share their passion and gain confidence; and give established artists in all genres a chance to perform for new audiences. Special Make Music Day initiatives, like free instrument lessons and “Mass Appeal” events, invite everyone to join—even if they’ve never picked up an instrument before in their lives.

And for those whose life’s work is to create more music-makers, it’s the perfect opportunity to **spread the message of musical participation**. Over the years, Make Music Day has earned billions of media impressions.

By hosting Make Music Day events, music instrument retailers and manufacturers can capitalize on this opportunity to get everyone talking about the power of music, and the joy of making it yourself.

Who Participates in Make Music Day?

Currently, plans are underway by local organizers in 1,000 cities in 120 countries to hold official, citywide celebrations of music on Friday, June 21 with free, openly accessible concerts, music lessons, and participatory performances. Many others in smaller communities - including music stores - are planning their own events on June 21 and organizing music events for their neighborhood, for their block, or for their parking lot.

In 2024, nearly 100 cities nationwide will join the celebration. You can find links to participating cities and ways to get started at makemusicday.org.



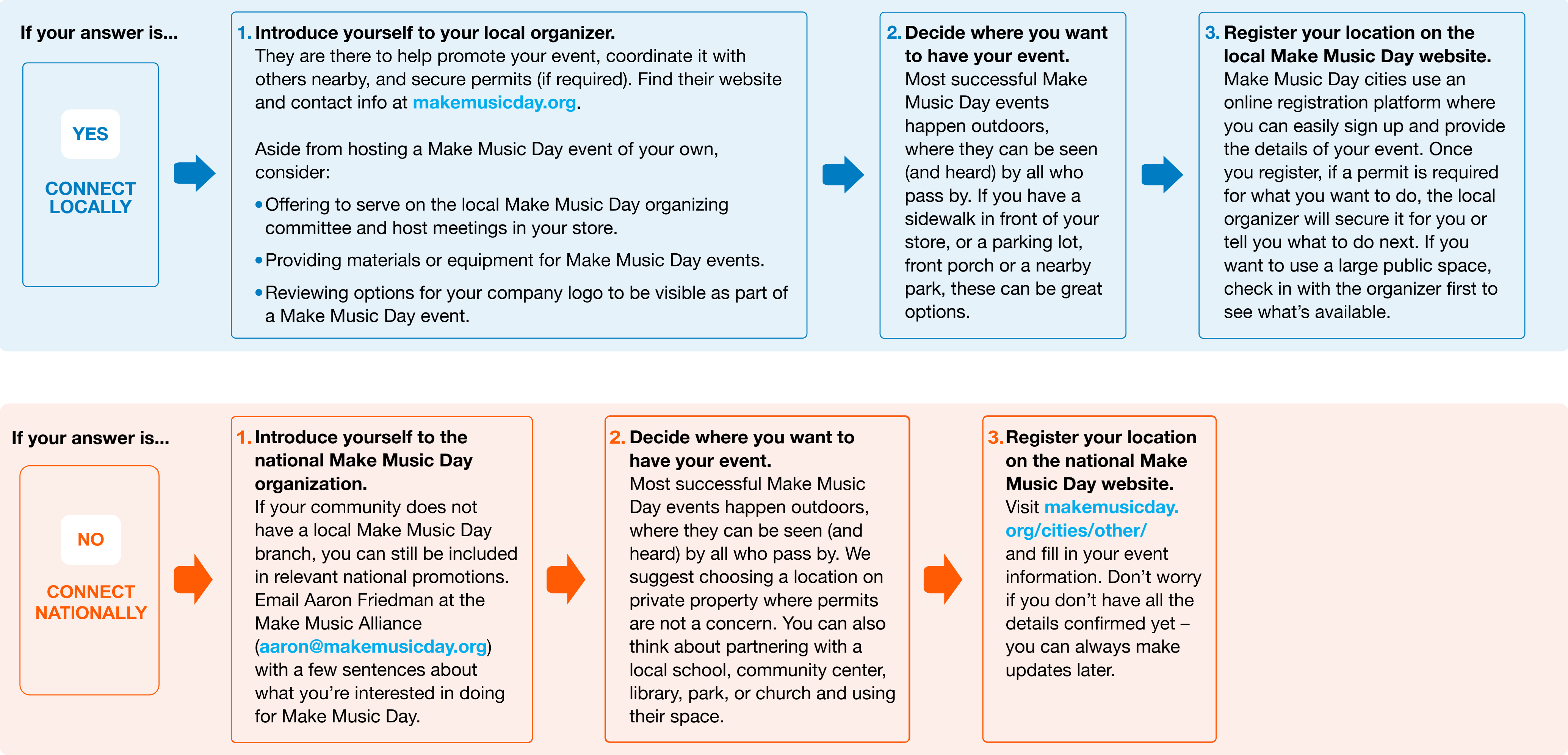
Looking to do an online event for Make Music Day? Visit makemusicday.org for project ideas and updates



2 How to Get Involved

Does Your City Have a Local Music Day Chapter?

Visit makemusicday.org to find a list of official Make Music Day cities



2 How to Get Involved (Continued)

You are now ready to plan your event!

Ideas for Make Music Day Events:

- Invite your customers or community groups to participate in a public, hands-on, music-making event at your business or at a local park.
 - Host an outdoor drum circle.
 - Teach first-time musicians how to play the ukulele or harmonica, virtually or in person.
 - Host an outdoor guitar strum-along for customers and community members.
 - Invite musicians to meet up outside a local nursing home and play “window serenades” to those inside.
- Host a day of outdoor concerts/showcases/open mics for the lesson-taking students in your community.
 - If you’re in an area with a local Make Music Day organizer, reach out to them for help promoting your event to musicians and media all over the city.
- Case Studies: Videos from NAMM Members

Music retailers and suppliers around the country have found their own creative ways to make an impact with Make Music Day. [Click here to hear their stories.](#)



For advice and more information on getting involved, contact Aaron Friedman at aaron@makemusicday.org.



3 Publicity Resources

Resources:

A variety of resources are available to help you plan your Make Music Day event.

makemusicday.org/media/event-toolkit/

Media Release Templates:

- Press Release: Announce your participation in Make Music Day.
- Media Advisory: Use close to your event to provide specific details.

Social Media Assets:

A variety of social media assets are available to use

makemusicday.org/media

Official hashtag: #MakeMusicDay

Make Music Day Social Media Accounts

Connect with Make Music Day on Social Media:

 Facebook: facebook.com/makemusicday

 Twitter: twitter.com/makemusicday

 Instagram: instagram.com/makemusicday

Websites:

Make Music Day:

makemusicday.org

Questions?

Contact:

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