



## **MUSICARES® TO HOLD THE DAY THAT MUSIC CARES ON APRIL 26**

### **THE SERVICE-BASED INITIATIVE CALLING ON MUSIC PROFESSIONALS AND FANS TO CREATE POSITIVE IMPACT AND CHAMPIONING THE BENEFITS OF VOLUNTEERISM**

**SANTA MONICA, CALIF. (APRIL 16, 2024)** – On April 26, 2024, the global music community will come together for the second annual The Day That Music Cares, a dedicated day of service organized by MusiCares®, music's leading charity. Building on the success of its inaugural year, this initiative activates music professionals and fans worldwide for a day of volunteering, demonstrating the power and heart of the music community.

Last year's effort saw over 1,400 members of the music community take action with MusiCares and other participating GRAMMY® organizations, including the Recording Academy®, GRAMMY Museum®, Latin Recording Academy®, and the Latin GRAMMY Cultural Foundation®, leading the charge. Songwriters and sound engineers, touring crews and record label employees joined forces with music fans to support causes close to their hearts. Participants engaged in various acts of service such as volunteering at local food banks, organizing community blood drives, and beach clean-ups.

"The Day That Music Cares unites the music community's culture of connection and the transformative power of giving back. Volunteering strengthens bonds within communities and reinforces mental health. Together in this shared mission, we're harnessing the power of music to make a difference," said Laura Segura, Executive Director of MusiCares.

Aligned with MusiCares' mission to support the wellbeing of the music community, participants invest in the health of their communities and themselves. Extensive evidence demonstrates that volunteering while connecting with others reduces depression and improves self-esteem and social health.

"Following the success of The Day That Music Cares' inaugural year, I am thrilled to see this initiative go to our wider music community to create positive change in the world," said Harvey Mason Jr., CEO of the Recording Academy and MusiCares. "There is always work to be done and it's great to see how we can come together and even make new connections all while making an impact in our communities."

Included among this year's partners are Starbucks, whose financial contributions amplify The Day That Music Cares' message, and iHeartMedia, leveraging in-kind promotion to spread awareness across their platforms.

Join music professionals and music fans around the globe on April 26 as they unite through the love of music and make a positive impact in our communities.

For more information and to get involved, please visit [www.TheDayThatMusicCares.com](http://www.TheDayThatMusicCares.com)



## **ABOUT MUSICARES**

MusiCares helps the humans behind music because music gives so much to the world. Offering preventive, emergency and recovery programs, MusiCares is a safety net supporting the health and welfare of the music community. Founded by the Recording Academy in 1989 as a U.S.-based 501(c)(3) charity, MusiCares safeguards the well-being of all music people through direct financial grant programs, networks of support resources, and tailored crisis relief efforts. For more information please visit: [www.musicares.org](http://www.musicares.org).

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## **CONTACT**

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