



For Immediate Release

MUSIC ICON RODNEY CROWELL TO LEAD 2nd ANNUAL “HEAL THE MUSIC DAY”

Benefit for Music Health Alliance to take place October 19

Nashville, TN – April 30, 2018 – Music icons **Rodney Crowell** and **Jon Vezner** are joining forces with **Music Health Alliance** to help Heal The Music. The 2nd annual “Heal The Music Day” will take place on Friday, October 19, 2018 as a day of nationwide music industry fundraising and awareness to support the critical and life-saving free services provided by Music Health Alliance.

Since founding in 2013, Nashville-based non-profit Music Health Alliance has:

- Served **8,400 members of the music community nationwide**
- Saved over **\$33,000,000** in healthcare costs including insurance premium savings, medical bill reductions and discounted medications
- Supported our creative community across **38 states** and every **genre** of music
- Spared **428 families** from bankruptcy due to a medical crisis
- Provided **8 patients** with access to transplants including heart, lung, kidney and liver
- Facilitated access to over **200 trauma counseling sessions** for Las Vegas shooting survivors and their families

“In the world of the working musician, good health is something most of us take for granted...that is, until something goes wrong,” said Crowell. “When and if it does, there is no greater patient advocacy group than our very own Music Health Alliance. MHA has provided support to people across 38 states and so we want to carry the message beyond Nashville and are asking everyone in the music community to pledge a small percentage of their single day earnings on ‘Heal The Music Day’ to MHA so they can continue their critical work for many years to come.”

“Heal The Music Day” is an effort to raise awareness and support for the emergency and ongoing medical needs of our country’s creative community, 76% of whom are self-employed or part of a small business. The majority don’t have access to group health benefits and, in many instances, have limited and unpredictable resources. Music Health Alliance’s free services

range from access to doctors and hospitals, medicine, health insurance and finding financial assistance during times of illness.

To participate in “Heal The Music Day,” members of the music community — including artists, songwriters, producers, publishers, publicists, promoters, business managers, record label executives, booking agents, attorneys, venues, stylists and more — can pledge a percentage of their single day earnings to support the lifesaving services provided by Music Health Alliance. Learn more at HealTheMusic.com.

“In 2017 this day raised over \$250,000 and this year we hope to double this amount to meet the continued increase in critical need,” shared Music Health Alliance founder and CEO **Tatum Allsep**, who was recently named a 2018 Innovation in Music nominee. “With a \$10 donation, we are able to provide \$300 in life-saving healthcare resources to Heal The Music, so there’s no doubt that ‘Heal The Music Day’ is a great investment into the long-term health and wellness of the music industry as a whole.”

In 2017, many in our creative community committed to “Heal The Music Day,” pledging a percentage of their single-day revenues on October 20 to support their fellow musicians and peers in the industry in times of medical need. Champions of the effort included **Chris & Morgane Stapleton, Dierks Bentley, Earls of Leicester, Emmylou Harris, Ernie Ball, Gary Allan, Gene Watson, Glen Templeton, Jerry Douglas, John Prine, Keith Urban, Lee Brice, Marty Stuart, Mary Gauthier, Miranda Lambert, Peter Frampton, Rachael Hester, Rodney Crowell, Ronnie Dunn, Rory Feek, Rosanne Cash, Sam Bush, Shawn Camp, T Bone Burnett, Vince Gill, Dualtone Records, Nashville Musicians Union, Nashville Songwriters Association International (NSAI), New Frontier Touring, Warner Chappell Music and Wiatr & Associates**. Support from 2017’s inaugural “Heal The Music Day” helped to fund Music Health Alliance’s free programs and services in addition to supporting founding of The Ben Eyestone Fund.

As advocates, Music Health Alliance fights so those in our industry never have to feel alone in a health crisis. The seven-person team at Music Health Alliance remove obstacles so patients can receive lifesaving care. Thanks to the direct efforts of Music Health Alliance, members of the music community across the country have gained access to lifesaving cancer treatment, transplants, medications to treat Parkinson’s, end of life care and many other crucial services. Its services are free to any person who has worked in the music industry for two or more years, or who has credited contributions to 4 commercially released recordings or videos. Spouses, partners, and children of qualifying individuals may also receive access to the non-profit’s services from birth to end of life.

To learn more about Music Health Alliance’s free services and how you can take part in “Heal The Music Day,” contact MHA at 615-200-6896 or info@musichealthalliance.com and learn more at HealTheMusic.com.

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