



Dear *Recipient*,

In case you don't know, Music Health Alliance is a non-profit, national advocacy group, based here in Nashville, that fights for persons in all genres of the music industry that need assistance with healthcare issues. They protect with health insurance, connect to medical professionals, labs, and prescription medicine. They negotiate the reduction of medical bills---more than 33 million dollars paid down in their five-year existence---and find solutions to health problems then direct those in need to foundations that can provide financial grants so the individual can focus on healing.

In 2017, we hit on a fundraising idea in which the city declared Oct 20th, Heal the Music Day. My contribution was to create a coalition of artist's willing to pledge to MHA 5% of their net earnings from one performance on or around the Oct 20. With support from Keith Urban, John Prine, Miranda Lambert, Rosanne Cash, Dierks Bentley, Ronnie Dunn, Vince Gill, Peter Frampton, Margot Price, Emmylou Harris, Marty Stuart, Earls of Leister, Nikki Lane and various music businesses, we managed to raise over \$250K. We'd like to expand that figure this year.

In case this is something the artist's you are associated with could get behind, I'm hoping you will consider making them aware of this year's date, Oct 19th, and hopefully they will join the artists I've already mentioned in supporting Music health Alliance. I'd also like for you to consider lending the name of your business to this very worthwhile cause. Of course, I can make available MHA's 990 or SOA. Fortunately, the heavy lifting with this method of fundraising falls only on the shoulders of the business manager.

MHA 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

All best,
Rodney Crowell

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