



Dear Friends,

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 \$85 million saved in their nine-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 of Nashville declared the third Friday in October, HEAL THE MUSIC DAY. My contribution was to create a coalition of artists willing to pledge to MHA 5% of their net earnings from one performance on or around this date in October each year. With support from Keith Urban, John Prine, Miranda Lambert, Rosanne Cash, Dierks Bentley, Ronnie Dunn, Vince Gill, Peter Frampton, Margo Price, Emmylou Harris, Marty Stuart, Earls of Leister, Nikki Lane and various music businesses, we managed to raise over \$250K in our first year and in our second year we raised \$306,000. Now as we kick off our 5th HEAL THE MUSIC DAY on October 21, 2022, with initial pledges from Chris and Morgane Stapleton, Keith Urban, Vince Gill, Lauren Daigle and many more, we'd like to raise the bar even more.

In case this is something the artists you are associated with could get behind, I'm hoping you will consider making them aware of this year's date, Oct 21st, 2022 and hopefully they will join the artists already committed to supporting **Music Health Alliance**. I'd also like for you to consider participating as a business to this very worthwhile cause.

MHA has:

- Served **18,000** members of the music community nationwide
- Saved over **\$85,000,000** in healthcare costs including insurance premium savings, medical bill reductions, and discounted medications
- Supported our creative community across **49 states** and every genre of music
- Spared **2,387 families** from bankruptcy due to a medical crisis
- Provided all programs & services **FREE**
- Removed barriers to healthcare access
- PROVIDED HOPE when it seems there is none
- Remained committed that nobody in the music industry should have to walk through a healthcare crisis alone

I hope you will join me in building awareness, generating buzz and pledges to support the 2022 HEAL THE MUSIC DAY to support Music Health Alliance.

All the best,

Rodney Crowell

www.HealTheMusic.com