

JOIN THE WORLDWIDE CELEBRATION OF MUSIC!



MAKE
MUSIC
JUNE 21

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Presented by

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.

To raise awareness even further, dozens of landmarks around the country will turn orange on Monday, June 21 in honor of the day (pictured: Niagara Falls). 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 Monday, 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 2021, 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.



#MakeMusicDay

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

If your answer is...

YES

CONNECT
LOCALLY

1. Introduce yourself to your local organizer.

They are there to help promote your event, coordinate it with others nearby, and secure permits (if required). Find their website and contact info at makemusicday.org.

Aside from hosting a Make Music Day event of your own, consider:

- Offering to serve on the local Make Music Day organizing committee and host meetings in your store.
- Providing materials or equipment for Make Music Day events.
- Reviewing options for your company logo to be visible as part of a Make Music Day event.

2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. If you have a sidewalk in front of your store, or a parking lot, front porch or a nearby park, these can be great options.

3. Register your location on the local Make Music Day website.

Make Music Day cities use an online registration platform where you can easily sign up and provide the details of your event. Once you register, if a permit is required for what you want to do, the local organizer will secure it for you or tell you what to do next. If you want to use a large public space, check in with the organizer first to see what's available.

If your answer is...

NO

CONNECT
NATIONALLY

1. Introduce yourself to the national Make Music Day organization.

If your community does not have a local Make Music Day branch, you can still be included in relevant national promotions. Email Aaron Friedman at the Make Music Alliance (aaron@makemusicday.org) with a few sentences about what you're interested in doing for Make Music Day.

2. Decide where you want to have your event.

Most successful Make Music Day events happen outdoors, where they can be seen (and heard) by all who pass by. We suggest choosing a location on private property where permits are not a concern. You can also think about partnering with a local school, community center, library, park, or church and using their space.

3. Register your location on the national Make Music Day website.

Visit makemusicday.org/cities/other/ and fill in your event information. Don't worry if you don't have all the details confirmed yet – you can always make updates later.

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.

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



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:

Make Music Alliance – Aaron Friedman
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NAMM Public Relations
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