

The Recording Industry's

MPf
MUSIC
PERFORMANCE
TRUST FUND



MUSICIANFEST

AGE-FRIENDLY EVENTS WHERE WE MOVE, GROOVE AND CONNECT





MESSAGE FROM THE TRUSTEE

How old were you when you attended your first concert? In my case, I was nine years old watching Bill Haley & His Comets in our high school parking lot. That was when I began to “Rock Around the Clock” for a lifetime of performing and promoting live music.

I’ve seen over 5,000 live music performances during my career; in dark clubs, giant arenas, muddy fields, senior centers, high school gymnasiums, aircraft carriers, famous recording studios and storied concert halls. We needed it when we were young, and we may even need it more as we get older. We’re never too old to enjoy live music, anywhere and anytime. It is a tribal, indelible experience, awakening our senses and moving us to forget age and time. Experiencing live music can help us feel more, connect with others and remember our happiest times. At every age, our lives are enriched and enhanced through live music. In five years, the recording industry’s Music Performance Trust Fund (MPTF) has supported over 10,000 free, live music events across North America.



LIVE MUSIC MAKES A DIFFERENCE!
IT MAKES US MOVE.
IT MAKES US REMEMBER.
IT MAKES US INTERACT.
IT MAKES US HAPPY.
LIVE MUSIC SHOULD BE A LIFETIME EXPERIENCE.
WE ARE HERE TO MAKE THAT A REALITY.



Our MusicianFest initiative is especially dear to my heart, putting tons of live music into senior centers in the United States and Canada. As more health care professionals recognize the many ways music improves the physical and psychological well-being of older adults, we are expanding our program to reach deeper into the fiber of local communities, with an annual goal to present 1,000 performances for this population alone.

I still yearn for the surprise of seeing a great show; for the energy that is transmitted between the musicians and the audience. We all still need that emotional release and exhilaration. Music is the medicine, the elixir of life. Read on to learn how music affects the health and well-being of older adults and how to present a MusicianFest event in your community. See you at the show!

Sincerely,
Daniel J. Beck, Trustee
Music Performance Trust Fund



MUSICIANFEST

Where Music is **Live** and **Free!**

At every age, music has a profoundly positive effect on our mental and physical health. In particular, live music performances can reduce the isolation often felt by older adults and can increase a sense of community. Yet at this stage of life, an individual’s ability to attend an event may be limited by mobility, economic, and transportation issues.

We began bringing MusicianFest events to assisted living and senior centers in 2015. And while we knew these free performances would have a positive impact, we never imagined they would benefit so many older adults in so short a time.



Photo by Cindy Ord/Getty Images [Make Music New York 2013].

All other photos by Lucius Gallo (Los Angeles), Hope Byrd (New Orleans), Johnny Wolf (New York City) for the Music Performance Trust Fund.

OVER

2100

Senior Center Shows
since 2015

IN 26 STATES

Including Washington, D.C.
+ 8 provinces of Canada



2500+ Musicians



key facts ↗

The network of 184 American Federation of Musicians local unions select the professional musicians and bands who best provide performances specifically fitting to audiences of older adults. Members of musicians' unions are apt at entertaining an audience and providing high quality, professional live music.

MusicianFest events have proven beneficial for audiences and for the performers themselves.



MusicianFest events are not merely entertainment. Live music has a physical and psychological impact on the well-being of older adults. Listening to and engaging with live music exercises areas of the brain, promotes movement, and provides a sense of camaraderie between performers and audience members.

Encourages Activity
Reduces Loneliness
Reduces Anxiety And Stress
Distracts From Illness

BENEFITS OF MUSIC

WWW.MUSICPF.ORG

Promotes Relaxation
Evokes Pleasant Memories
Brings People Together
Promotes Unity



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Hollywood Senior Center was honored to be part of the MusicianFest program. We had such a positive experience. Our local union made it easy to connect with talented performers—each with a musical style that brought much joy to our participants. Our sincerest hope is that it will be offered again. Thank you for the incredible opportunity to bring live music to older adults in our community!

~ Hollywood Senior Center

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MusicianFest: Never Too Old

Early in 2019, MPTF launched an uplifting documentary, “**MusicianFest: Never Too Old**,” providing evidence that older adults who experience live music together increase their physical and cognitive activity, reduce their feelings of isolation and improve their sense of health and well-being. The film spotlights professional musicians connecting with their audiences at three senior centers in New York City, New Orleans, and the Los Angeles area.

Shining a light on MPTF’s MusicianFest initiative to provide free musical performances at senior centers and assisted living facilities in the United States and Canada, the 27-minute documentary explores the impact these small performances have on the physical, mental, and social well-being of the individuals they serve and the need for quality lifestyle programming for older adults. Watch the complete film at our website, www.musicpf.org, and learn more about the production at www.never2oldmusicfilm.com.

The Recording Industry’s



For more than 70 years, the recording industry’s Music Performance Trust Fund goals have been to enrich and inspire society with quality music through free, live performances for all ages; provide resources to compensate professional musicians so that events can remain accessible; and deliver the educational and cultural benefits, the well-being, and the joy that live music can bring to communities throughout North America.

To find out how you can help support older adults through music as a MusicianFest event sponsor, local musician’s union, senior center or assisted living event host, or professional performer, please contact the MPTF at:

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