

The Recording Industry's



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The Recording Industry's Music Performance Trust Fund Names Natilyn Kay Hepburn-Beaty Assistant Grant Manager

(New York, New York, June 30, 2020) The recording industry's Music Performance Trust Fund (MPTF) has named Natilyn "Natty" Kay Hepburn-Beaty Assistant Grant Manager. Hepburn will work as a part of the grant management team with Vidrey Blackburn, Grants Senior Director and Samantha Ramos, Grants Director. She will focus on social media marketing and marketing coordination for the MPTF's new live stream grant initiatives, as well as for traditional free live concert programs, once they return to operation.

"We're very excited to have Natty on board. By moving to New York City during this historic pandemic to begin her position with us, she has certainly demonstrated her commitment to learning and hard work," remarked Dan Beck, Trustee of the Trust Fund. "Her energy, creativity and attention to detail will complement our team of seasoned executives and benefit the many musicians and partners with whom we work every day."

Hepburn brings with her experience in music merchandising, social media, hospitality, sports marketing and event management. She holds a Bachelors of Arts and Science degree from Greenville University, and is completing a Master's Degree in Business Administration. She was a four-year NCAA athlete as well as a member of her team's Leadership Council. She received Sportsmanship awards and scholar athlete awards three of the four years as a student athlete. She spent the semester before her senior year in Jerusalem studying architecture, middle eastern culture, and theology at Jerusalem University College. She interned with Lagadere Sports in Washington, D.C. where she assisted the tournament director with event management and hospitality at The Citi Open, a tennis tournament that is a part of the US Open series. During her senior year she received the Buddy Bond Excellence Award in Management Studies from the Briner School of Business at Greenville University.

The MPTF announced a new grant budget of \$1.7 million for the fiscal 2020-21 year beginning May 1, 2020, just as the COVID-19 health event occurred. Since that time, the Trust Fund has begun a live stream grant initiative and a scholarship fund for children of professional musicians who are members of local musicians' unions. MPTF-sponsored events include free performances at senior centers and assisted living facilities, music education programs in hundreds of school districts, as well as concerts in parks and other gathering places across the U.S. and Canada.

About the MPTF: The recording industry's Music Performance Trust Fund is a 501(c)3 nonprofit public service organization whose mission is to support admission-free, live events performed by professional musicians throughout the United States and Canada. Established more than 70 years ago, the MPTF is funded by music companies including Sony Music, Universal Music Group, and Warner Music Group. Interested parties may contact Samantha Ramos at (212) 391-3950 or sramos@musicpf.org, or visit www.musicpf.org.

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