

PRESS RELEASE



FOR IMMEDIATE RELEASE

Legendary music producers Bob Ezrin, David Bottrill, and more join forces with Make Music Matter to raise funds for trauma survivors in Ultimate Holiday Auction

Online auction features 100+ exclusive items and experiences in support of the Healing in Harmony music therapy program

TORONTO, Canada – November 8, 2021 - The [Ultimate Holiday Auction](#) is now underway, offering bidders the chance to win unique experiences, rare music and sports collectibles, professional audio and recording equipment, and much more.

Experiences include 1-on-1 sessions with producers **Bob Ezrin** (Pink Floyd, KISS, Lou Reed, Aerosmith) and **David Bottrill** (Smashing Pumpkins, Tool, Muse, Mastodon, Crown Lands). Many other producers and professionals have donated services including recording studio time, audio mixing, and career advice.

Items also include a range of musical instruments, event tickets, conference passes, fine art, vocal lessons, apparel and accessories, and more. Autographed items include box sets from **Joni Mitchell** and **The Tragically Hip**, a Squier Stratocaster signed by Ian D'Sa of **Billy Talent**, and a **Mike Tyson** signed boxing glove.

New auction items are being added daily. **Bidding closes at 8pm ET on November 30**. All proceeds will go to Make Music Matter's Healing in Harmony program for trauma survivors.

"We have all witnessed during COVID how poor mental health can adversely affect all aspects of daily life. By bidding on these exciting items, we all have a chance to help others and directly contribute to healing the trauma of some of the world's most vulnerable," says Darcy Ataman, Make Music Matter founder and CEO. "A big thank you to all contributors whose generosity will help to spur a world in which the healing of trauma and positive mental health become paramount."

Auction sponsors include Canadian Musician Magazine, NAMM Foundation, Gerr Audio, and Roland Canada.

Auction site: mmm.bidandraise.com

About Make Music Matter

Make Music Matter uses the creative process as a therapeutic tool to help empower marginalized individuals and communities. Its innovative Healing in Harmony program for trauma survivors combines psychotherapy with music therapy. Research published in April 2021 has demonstrated its effectiveness in reducing anxiety, depression, and PTSD.

Program participants emerge as empowered artists with original songs for personal healing and advocacy tools to help combat stereotypes, stigma, and shame. Their music is recorded, produced, and disseminated via local radio stations, community concerts, social media, and major streaming platforms through A4A Records, with distribution through Warner Music Canada. A ground-breaking new publishing model helps to ensure that all royalties from the songs are sent back to the artists and their communities, regardless of socio-economic circumstances.

Developed in close partnership with 2018 Nobel Peace Prize winner Dr. Denis Mukwege, the Healing in Harmony model integrates existing holistic programs. Make Music Matter works in 8 countries - DRC, Rwanda, Turkey, Guinea, South Africa, Uganda, and Peru - with a first Canadian site planned for Fox Lake Cree Nation, Manitoba.

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Hi-res graphics available [here](#)

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