Press Release

*FOR IMMEDIATE RELEASE*

Make Music Matter’s Ultimate Holiday Auction a resounding success
Inaugural edition of annual fundraiser raises over $28k for innovative music therapy programming

TORONTO, Canada – December 7, 2021 - The first Ultimate Holiday Auction has raised $28,738 for Make Music Matter’s Healing in Harmony program, nearly tripling its fundraising goal. The month-long auction wrapped up November 30th at 8pm with a competitive finish on a number of items and experiences featuring top Canadian music industry experts and talent.

Many of Make Music Matter’s partner artists contributed exclusive prizes, one notable highlight being a Squier Stratocaster donated by Ian D’Sa, autographed by all members of Billy Talent, which closed at $1700.

All auction proceeds will support Healing in Harmony – a unique music therapy program implemented with local partners in conflict and post-conflict zones around the world. Participants include survivors of sexual and gender-based violence, exploited children, refugees, and other survivors of trauma.

“I am thrilled at the overwhelming response and support we received, “ says Make Music Matter founder and CEO Darcy Ataman. “The money raised will help us deepen our impact and explore new areas where psychosocial support and mental health healing is needed.”


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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