

PRESS RELEASE

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Steve Kane takes expanded role with international non-profit Make Music Matter to help propel organization's mission

Former Warner Music Canada president will develop opportunities to expand the reach and impact of the innovative Healing in Harmony music therapy program

TORONTO, Canada – January 18, 2021 – International non-profit Make Music Matter announced today the appointment of music industry veteran Steve Kane as Director of Business Development and Industry Affairs.

Kane, the former President of Warner Music Canada, steps into the role after having served on the Make Music Matter Board of Directors since August 2021. In his new position he will work closely with Board Chair David Bottrill and founder and CEO Darcy Ataman to develop new partnerships in the music and corporate sectors and build organizational capacity.

“During my thirty plus years in the music business, I’ve witnessed first hand the power of music to inspire and heal, but I’ve never seen anything like the Healing in Harmony music therapy program,” said Kane. “The work Make Music Matter does in some of the world’s most horrific conflict and post-conflict zones to restore people’s dignity through the creation of music is both inspiring and vital. I look forward to deepening my involvement and bringing their work to the attention of the global music community to raise awareness of how key music can be in beginning the process of healing.”

Make Music Matter (MMM) is dedicated to helping trauma survivors to heal through the Healing in Harmony program - a unique form of group therapy that combines traditional psychotherapy with lyric writing, musical composition, and professional music production. Most recently, MMM launched a mobile version of its music therapy studio in the Democratic Republic of Congo with the support of Grand Challenges Canada, allowing them to bring mental health services to remote and conflict-ridden communities.

MMM’s Darcy Ataman shared, “We are honoured to welcome Steve to the team to help guide Make Music Matter into a new era of growth and proficiency. As we set our sights on continuing to scale in the humanitarian and development sector, and on burgeoning operations in our Indigenous communities and mainstream health in North America, Steve’s expertise and leadership will be instrumental. His international reach and unparalleled reputation will help extend our outreach to all those we wish to serve.”

Kane joined Warner Music Canada in 2001 as Senior Vice President and Managing Director and was appointed President in January 2004. Prior to his time at Warner, he was the Senior Vice President of Universal/Island/DefJam Canada (1998 – 2001) and Senior Vice President of Polygram Records in Canada (1997). He has also held positions in marketing and promotions at independent label I.R.S. and A&M Records, before becoming General Manager of Virgin Records. In 2015, Kane was inducted into the Canadian Music Industry Hall of Fame.

About Make Music Matter

Make Music Matter is a Canadian nonprofit that helps to empower marginalized individuals and communities with an innovative music therapy program called [Healing in Harmony](#). From survivors of sexual and gender-based violence in the Democratic Republic of Congo to young Syrian refugees with disabilities, Make Music Matter has helped to transform the lives of over 6000 individuals in 8 countries worldwide.

Developed in close partnership with 2018 Nobel Peace Prize winner Dr. Denis Mukwege, Healing in Harmony was initially designed for use in conflict and post-conflict zones. [Research](#) published in April 2021 has demonstrated its effectiveness in reducing anxiety, depression, and PTSD.

Participants emerge as empowered artists with original songs for personal healing and advocacy tools to help combat stereotypes, stigma, and shame. Their music is professionally recorded, produced, and disseminated via local radio stations, community concerts, social media, and major streaming platforms through [A4A Records](#). 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.

For further information and to arrange interviews, please contact:

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Steve Kane – hi-res headshot

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