

PRESS RELEASE



FOR IMMEDIATE RELEASE

The Tragically Hip, Alex Lifeson, Billy Talent, Sum 41, and more join star-studded ‘Healing in Harmony’ online auction benefitting trauma survivors

Rare collectibles, unique experiences, pro audio gear, and services for recording artists will raise funds for Canadian non-profit Make Music Matter

TORONTO, Canada – April 21, 2022 - The [‘Healing in Harmony’ online auction](#) launches April 22 and features a world class lineup of items and experiences for musicians and music lovers of all kinds.

Rock music fans have the chance to get their hands on legendary memorabilia including signed guitars by **The Tragically Hip, Alex Lifeson** of Rush, **Billy Talent, Sum 41**, and **The Trews**.

Juno and Grammy Award nominees and winners including producers **Bob Ezrin, David Bottrill, Chris Birkett**, and **Hill Kourkoutis** have donated one-on-one time for mentorship and consultations.

Other items include a one-hour guitar lesson with **Ian Thornley** of Big Wreck, recording studio time at some of Canada’s premiere facilities, and a wide assortment of pro audio equipment and software.

Also up for bidding are fine art pieces, dining experiences, a professional photo shoot, and event passes – including tickets to the 2022 Juno Awards show in Toronto.

Money raised will support Make Music Matter (MMM)’s groundbreaking and highly effective Healing in Harmony music therapy program for trauma survivors and will accelerate plans to bring the program to Indigenous communities in Canada.

“While testing the model with Indigenous communities, we witnessed profound breakthroughs,” explains MMM founder and CEO Darcy Ataman. “We are humbled to work together side by side to not only address the generational trauma they have experienced, but to contribute to the collective healing needed to eviscerate the great divide and solitudes that exist within our country.”

MMM Board Chair and Grammy-winning producer David Bottrill is grateful for the support from friends in the music industry. “Many have gone above and beyond in the way they are giving their time, effort, and even personal instruments. We who are a part of creating music know well of its special healing powers. We’ve seen it around the world, and now Make Music Matter can help to make a difference at home,” he says.



Browse items now at mmm.bidandraise.com

Bidding opens April 22 at 10am ET and **closes on May 1 at 8pm ET.**

The 2022 'Healing in Harmony' spring online auction is sponsored by Softube, McDSP, and Sonic Boom.

About Make Music Matter

Make Music Matter helps to empower marginalized voices with its innovative music therapy program Healing in Harmony. Initially designed for trauma survivors in conflict and post-conflict zones, it has been [clinically proven](#) to reduce PTSD, anxiety, and depression.

From survivors of sexual and gender-based violence in the Democratic Republic of Congo to young Syrian refugees with disabilities (and soon, survivors of generational trauma in Indigenous communities in Canada), Healing in Harmony has helped transform the lives of over 7500 individuals in eight countries worldwide.

Participants emerge with a renewed sense of agency and self-worth. Their original songs are professionally produced and serve as advocacy tools to promote their rights and combat stigma. The music is released globally on all 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.

Interviews are available with Make Music Matter Board Chair David Bottrill and Make Music Matter founder and CEO Darcy Ataman.

For further information and to arrange interviews, please contact:

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Auction graphics available [here](#)

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