

PLAYING FOR CHANGE CONNECTING THE WORLD THROUGH MUSIC

[Playing for Change](#) is an extraordinary music movement, created by American producers and sound engineers that seeks to inspire, connect, and bring peace to the world through music. Their *Songs Around The World*, played by musicians in the places where they live, are realizing the dream of the authors, showing that music has the power to connect people regardless of their differences.

Playing for Change was born in 2002 as a shared vision between co-founders, Mark Johnson, Raan Williams and Whitney Kroenke to hit the streets of America with a mobile studio and cameras in search of inspiration and recording street musicians. In 2005, they start travelling around the world with their mobile recording studio filming musicians in the places where they lived. The sound was then mixed, and although the musicians were never in the same room, country or continent, they were unified through music with each contributing her or his distinct gifts to the whole.

The project's first single, a cover of Ben E. King's classic [Stand by Me](#) featuring the Santa Monica street performer Roger Ridley, became a YouTube sensation, with more than 94 million views as of November 2016.

Since 2005, *Playing for Change* has continued to release music and videos featuring various musicians from different backgrounds and building a global movement. Creating *Songs Around The World* inspired the crew to unite many of the greatest musicians they met throughout their journey and to create a global Band, including today 180 musicians from 31 countries.

The [Playing for Change Band](#) includes some of the best musicians from all over the world. The result is a unique fusion of influences and talents from the streets and the PFC Band is now touring the world and spreading the message of hope to audiences everywhere. Among the artists participating or openly involved in the project are VusiMahlasele, Louis Mhlanga, Clarence Bekker, David Guido Pietroni, Tal Ben Ari (Tula), Keb' Mo', David Broza, Manu Chao, Grandpa Elliott, Keith Richards, U2, Bono, Toots Hibbert from Toots & the Maytals, Taj Mahal and Stephen Marley.

In 2007, [the Playing for Change Foundation](#) was established to create positive change through music and arts education. The Foundation supports music education programs for children in areas that are rich in cultural traditions but limited in economic resources.



14 music schools and programs have been created in Bangladesh, Brazil, Ghana, Mali, Nepal, Rwanda, South Africa, Morocco, Mexico, Argentina and Thailand. More than 1,200 young people attend free classes in dance, instrument instruction, languages and musical theory, all taught by qualified, local teachers. Students in PFCF programs report increased confidence, better learning in core subjects like math and reading, and a belief in a positive future.

The Foundation also works to help meeting basic needs in the communities. Using local materials and labor, employing locals as teachers and administrative staff in schools, the Foundation provides primary education, books, school supplies, solar energy, computers and other modern technology, tools and training to support micro-enterprises. Cameras and other technology are used by individuals and communities to tell their own stories. Over 15,000 people have been impacted by the Foundation's community development efforts and by the educational performances through Playing for Change.

Finally, in response to the enthusiasm of people inspired by *Songs Around the World* and the mission of the Foundation, a *Playing for Change Day* was created in 2011 to unite the global community through the power of music to affect positive social change.

On *Playing for Change Day*, communities will gather as musicians and music lovers from all over the world to perform on stages, street corners, schools and cafes all with the goal of bringing music into the lives of young people. For instance, in 2012 the PFC Day consisted of over 330 events across 52 countries.

The next annual Playing for Change Day will be organized in September 2017.

To know more

[Playing for Change website](#)

[Playing for Change Band](#)

[Playing for Change tours](#)

[Playing for Change Videos](#)

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