

# PLAYING FOR CHANGE CONNECTING THE WORLD THROUGH MUSIC

[Playing for Change](#) is an extraordinary music movement, created in Santa Monica (California, United States) by American producers and sound engineers to inspire and connect the world through music. Born from the shared belief that music has the power to break down boundaries and overcome distances between people, the focus of Playing for Change is to record and film musicians performing in their natural environments and combine their talents and cultural power in innovative videos call *Songs Around The World*.

*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 started 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. *Playing for Change* has edited [a large selection of videos with beautiful songs](#) that mix musicians from different countries and continents. [Various compilations that collect these music](#) have been produced and are sold online through the web site. Many of the videos, however, are freely accessible from the website and can also be found on Youtube, allowing everyone to appreciate the songs and get to know the musicians participating from many countries.

Creating *Songs Around The World* inspired the crew of Playing for Change to group together many of the greatest musicians they met throughout their journey recording and filming music, to create a global Band including musicians from all over the world. The result is a unique fusion of influences and talents from the streets and the [Playing for Change Band](#) is now touring the world and spreading the message of hope to audiences everywhere.

The Play for Change website also allows [to know all the musicians](#) currently participating in this fantastic collective work. The map available on the site shows the [global dimension of Playing for Change's impact](#).



In 2007, [the Playing for Change Foundation](#) was also 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. 20% of the profits from membership and merchandise sales goes to the *Playing For Change* Foundation to support music and arts education.

15 music schools and programs have been created in Bangladesh, Brazil, Ghana, Mali, Nepal, Rwanda, South Africa, Morocco, Mexico, Argentina and Thailand. More than 2,000 young people and children participate in educational programs attending free classes in dance, instrument instruction, languages and musical theory, all taught by qualified, local teachers. Students in *Playing for Change* programs report increased confidence, better learning in core subjects like math and reading, and the belief in a positive future.

Using local materials and labor, employing local musicians as teachers and native administrative staff in schools, the Foundation contributes to the local economies. Programs are led and affirmed by community leaders, increasing local leadership. Cameras and other devices are used by individuals and communities to tell their own stories. By these activities, children in different countries and schools learn about and get to know peers who live in dramatically different regions and circumstances. Over 15,000 people have been impacted by the Foundation's community development and empowerment efforts and by the educational performances through *Playing for Change*. The website presents the [stories of each of these programs](#) running in 11 countries around the world.

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 also created in 2011 to join the global community through the power of music to affect positive social change. In 2012 the PFC Day consisted of over 330 events across 52 countries. 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 having the goal of bringing music into the lives of young people. [The 2020 Playing for Change Day will be organized in September 25<sup>th</sup>](#). Due to the current situation around the world, this year PFC Day will go completely online.

Through its website, the Playing for Change team invites musicians and music lovers from all countries to be part of this global movement that inspires and connects the world through music.

### **To know more and participate**

[Playing for Change website](#)

[Playing for Change in Facebook](#)

[Playing for Change Band](#)

[Playing for Change Foundation](#)

[Playing for Change Foundation 2019 Report](#)

[Playing for Change Foundation in drive.google.com](#)





[Playing for Changes in wikipedia](#)

[Playing for Change tours](#)

