

PLAYING FOR CHANGE CONTINUES ITS EXTRAORDINARY WORK CONNECTING THE WORLD THROUGH MUSIC

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Created in 2002 in Santa Monica (California, United States) by American producers and sound engineers, the music movement [Playing for Change](#) continues its extraordinary work to inspire and connect the world through music.

[The idea for their project came from a common 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 combine their talents and cultural power in innovative videos called *Songs Around the World*.

Playing for Change was born from a shared vision among co-founders, Mark Johnson, Raan Williams and Whitney Kroenke to hit the streets of America with a mobile studio and cameras and record 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 song.

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 an international sensation, with millions views.

Playing For Change was created to inspire and connect the world through music. Traveling around the world inspired them to unite many of the greatest musicians they met throughout their journey. These musicians come from many different countries and cultures, but through music they speak the same language.

Over the years *Playing For Change* has produced over 70 *Songs Around the World* in which musicians of all backgrounds come together transcending language and cultural boundaries, proving how we are all connected. Creating *Songs Around the World* inspired them to unite many of the greatest musicians they met throughout their journey and to form the *Playing for Change Band*. The band now tours the world, spreading the message of love and hope to audiences everywhere.

In 2007, the [Playing for Change Foundation](#) a nonprofit organization was also established to create positive change through music and arts education, building the first music school in Gugulethu, South Africa. 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 of *Playing for Change* go to the Foundation to support music and arts education. Today, the *Playing for Change Foundation* has developed 18 music and education programs across



26 countries. The Foundation was honored to be named a winner of the 'Polar Music Prize' in 2019.

The Foundation's work always starts with music but extends far beyond. From providing emergency supplies, developing environmental, educational or development projects, the Playing For Change Foundation and its partners on the ground have been supporting essential needs in the community where their programs are implemented. The website highlights that science has shown that learning music benefits people on many different levels. From enhancing cognitive capacities for children, teens and adults to helping memory, literacy, creativity, self-confidence and collaboration skills, the power of music has already been demonstrated by hundreds of scientific studies. The Foundation employs over 200 staff members on the ground: musicians, artists, administrators, and coordinators who are able to make a living out of their work and provide over 70,000 hours of music instruction every year.

The impact results of the Foundation include: \$15 Million USD+ invested in arts programs since 2008 and 5,000 children and youth accessing free music and arts education. The website presents some examples of programmes carried out with the support of the Playing for Change Foundation in Uganda, Nepal, Morocco, Mali and Brazil. The [Stories of positive change](#) also show the social impact of the Playing for Change Foundation in those countries.

Throughout the years the *Playing for Change* team has expanded its productions resulting in a wide variety of music series featuring both world famous and emerging artists. They have also toured the world with the Band, whose members are ambassadors who showcase the true spirit of *Playing for Change*. To date they have produced nearly 400 videos, recorded over 1,400 musicians in more than 60 countries and reached over two billion viewers, with the help of their supporters.

[Various compilations that collect this music](#) have been produced and are sold online through the website. 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 who come from many countries.

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

To know more

[Playing for Change website](#)

[Playing for Change in Facebook](#)

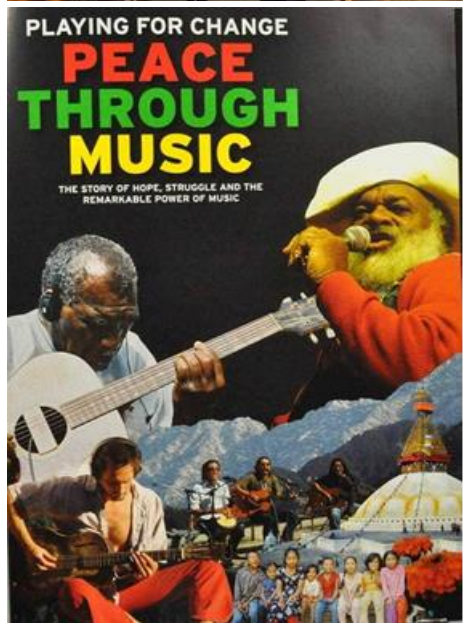
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[Play for Change News and Videos](#)

[Playing for Change Foundation](#)

[Playing for Change Foundation 2024 Report](#)

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



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