



# PLAYING FOR CHANGE

## SONGS AROUND THE WORLD

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## PEACE THROUGH MUSIC

### THE INSPIRATION

Playing for Change is a multimedia movement created to inspire, connect, and bring peace to the world through music. The idea for this project arose from a common belief that music has the power to break down boundaries and overcome distances between people. No matter whether people come from different geographic, political, economic, spiritual or ideological backgrounds, music has the universal power to transcend and unite us as one human race.

### THE PLAYING FOR CHANGE: SONGS AROUND THE WORLD CD/DVD

Inspired by the videos that created a sensation on You Tube featuring street musicians and world musicians all playing the same song from their home country, the Playing for Change album was created and released in May, 2009. Featuring 10 tracks by world musicians, including guest appearances by Bono and Keb Mo', and 7 amazing videos, this album has become a viral phenomenon:

- Debuted as #10 on the Billboard Top Ten
- #1 seller at Starbucks for its first two weeks (beating Bob Dylan)
- #1 bestseller in music at Amazon and reached #8 on iTunes album downloads
- Launch day feature on You Tube homepage. To date, "Stand by Me" video has over 10 million views on You Tube and over 7 million views on Vimeo
- 1,000 new friends a day on Facebook and 200,000 links to the "Stand by Me" video to date



### THE PLAYING FOR CHANGE BAND

Many of the world musicians featured in the video's have come together from Israel, the Congo, the Netherlands, Ghana and the US to form the traveling Playing for Change band. The band debuted at the South by Southwest Festival in Austin, TX and is planning a tour around Europe this Summer.

- Performed on the Jay Leno show.
- Booked to perform on Conan O'Brian in July
- Playing at the Glastonbury, UK music festival
- Featured on CNN, Larry King Live, Fox News, Bill Moyers Show, PBS and ABC World News Tonight (naming PFC founder Marc Johnson their "Person of the Week")



PlayingForChange.com

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