

PRESS RELEASE

Association of the Musical Instrument and
Music Equipment Industry

Gregor Meyle becomes music mentor – The initiative Germany Makes Music – Play Along! receives prominent support

Berlin, 13.04.2016 Well-known from the charts and television, Gregor Meyle takes over a music mentor role for Germany Makes Music – Play Along! The singer-songwriter hence supports the initiative, which advocates for the active music making and, with a nationwide action day on June 18, 2016, aims to awaken the zest for instruments.

Within just a few years, the pleasant young man with beard, horn-rimmed glasses, hat and guitar has successfully played his way as a singer-songwriter into the hearts of his fans. Meyle has made it into the German charts and founded his own label. By now, his concerts in Germany, Austria and Switzerland are mostly sold out. Two of his LPs have reached gold status, with "Meylesteine" he got an own TV show, and with "Sing meinen Song" he won the renowned Deutscher Fernsehpreis as well as the ECHO. In short: Meyle is a thoroughbred musician who, with great dedication and a lot of persistence, has turned his passion into his profession.

"Since I was a child, I have only rarely let go of the guitar", says Meyle. "For me, the best thing in the world is making music together with other people". Meyle got his first guitar when he was four, his first stage performance followed one year later. As a teenager he played in bands, wrote own songs and completed an apprenticeship as audio engineer. Making music is his life. "Gregor Meyle is an authentic musician who has been committed all along, with blood, sweat and tears, for the musical offspring. We are happy to have him, with his enthusiasm and experience, lending us his support as music mentor", said Daniel Knöll, Managing Director of the Society Of Music Merchants (SOMM) and initiator of the campaign. For Meyle, making music has a lot to do with motivation. That is why, for him, the mentoring is an act of honor and the action day "a very important day on which children should be encouraged to make music, learn an instrument and live out their passion", said the guitarist. "I have heard that, nowadays, fewer children make music. I find it sad, and that is where we should start. We adults may not just tell the children, "learn an instrument". We must do it together with them, instead of putting them to play in front of the computer."

Germany Makes Music – Play Along! has been initiated by the SOMM in cooperation with the Gesamtverband Deutscher Musikfachgeschäfte (GDM) and the Bundesverband Deutscher Privatmusikschulen (bdpm). With an action day all over Germany on June 18, the associations want to call attention to the social relevance of making music and to arouse the desire for musical instruments. On

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this Saturday, specialized retailers and private music schools all over Germany invite to discover and try out musical instruments. Workshops and taster courses help finding the individual instrument. On June 18, music should be made any and everywhere. The initiative Germany Makes Music – Play Along! wants to motivate and encourage people to take up an instrument themselves. Who could be a better mentor for this than Gregor Meyle?

Background

The SOMM – Society Of Music Merchants, association of the musical instrument and music equipment industry, has started the initiative Germany Makes Music – Play Along! in cooperation with the Bundesverband Deutscher Privatmusikschulen (bdpm) and the Gesamtverband Deutscher Musikfachgeschäfte (GDM). The goal is to promote the active music making. An action day takes place for the first time on June 18, 2016 across Germany. The action day aims to facilitate the first contact to a musical instrument: On site, the specialized music trade and music schools open their doors even wider on this Saturday, offer advice to beginners and music-interested people, and mediate taster courses. With the action day, the MI industry wishes to raise awareness for the active music making in our society, thereby shifting the focus onto the specialized music trade and its advisory activities.

All information about the initiative and the complete program of the action day on June 18, 2016 can be found at www.deutschland-macht-musik.eu

About SOMM e. V.

The SOMM – Society Of Music Merchants e. V. – umbrella organization of the musical instruments and music equipment industry in Germany – represents the interests of about 60 companies from the areas of manufacturing, distribution, sales and media of the musical instrument industry, standing for about two thirds of the German MI market. The association represents the cultural and economic interests of the musical instrument and music equipment industry at national and European levels, with the aim of strengthening the industry's competitiveness across all market sectors, helping shape governmental and legal policies in accordance with the industry's requirements, defining market standards and offering services to members, promoting an up-to-date advanced and continued training, as well as intensifying the active music making and musical skills in our society