

PRESS RELEASE

Association of the Musical Instrument
and Music Equipment Industry

Germany Makes Music – Play Along! goes online: SOMM launches web presence and CI of the nationwide initiative

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Berlin, 15.02.2016 The Society Of Music Merchants e. V., association of the musical instrument and music equipment industry, launches the website for the initiative Germany Makes Music – Play Along!. The action day happens for the first time on June 18, 2016 across Germany. The website Deutschland-macht-Musik.eu is the central communication and information tool for the action day. It provides an overview of the workshops, tutorials and teaser courses offered by the specialized music trade all over Germany. This year, the action day takes place within the Music Day (June 17 to 19, 2016).

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With the web presence, the association and initiator bundles all necessary information for participants and music enthusiasts who wish to become widely informed about the action day Germany Makes Music – Play Along!. "The modern design of the website offers information, quick and clear, about where activities are taking place and with which program the local specialized music trade, in cooperation with the private music schools, is organizing the day", summarized Daniel Knöll, Managing Director of the SOMM.

A central part of the website is the interactive map of Germany. "Until the action day, the participating partners and supporters will be gradually integrated into the website along with their programs, so that in the end the varied and multifaceted program of workshops and teaser courses can be viewed on the online platform", explains Knöll. The Internet presence is designed in such way that those deciding on the spur of the moment can quickly get informed about the action day on their mobile devices.

More than 70 participants (specialized music trade, wholesales companies, manufacturers and private music schools) from all over Germany have currently registered for the campaign. "The website illustrates that, already in a short period of time, we are very well and extensively positioned in Germany. Of course, we wish that it motivates other industry participants as well to join the initiative." With the project, the three associations (SOMM, GDM and bdpm) put up for the first time a concerted action. The trio traditionally supports the active music making and advocates for a modern advanced training and continuous education in the music area. With the initiative, they raise awareness for the social significance of learning a musical instrument, and at the same time wish to restore the desire for making music in Germany.

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). Target of the promotion is the active music making. An action day takes place for the first time on **June 18, 2016** across Germany. The action day shall facilitate the first contact to a musical instrument: On site, the specialized music trade and music schools will open their doors even wider on this Saturday, give advice to beginners and music-interested people, and mediate taster courses. With the action day, the MI industry aims to raise awareness for the active music making in our society, thereby shifting the focus onto the specialized music trade and their advisory activities.

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.