

PRESS RELEASE

Association of the Musical Instrument
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**The countdown has started: Ten days to the first nationwide action day
Germany Makes Music – Play Along!**

Berlin 08.06.2016 Tuning in on *Germany Makes Music – Play Along!* In ten days, on June 18, the first action day *Germany Makes Music – Play Along!* will take place across Germany. More than 100 participants and supporters from the industry, specialized retail trade and music schools in about 60 cities, at more than 90 locations, have a comprehensive join-in program planned for this Saturday, including stage shows, live music, taster courses, workshops, raffles, street parties and festivals. An overview of the more than 500 program items and activities, as well as an interactive map of Germany showing all organizers, can be found at www.deutschland-macht-musik.eu.

A musician flea market in Munich, an instrument carousel in Berlin, a piano manufacturing atelier in Kassel and handcrafting your own instruments in Erfurt. Piano sonatas at the hairdresser's or playing the guitar at the supermarket in Pforzheim. All of these are program events taking place within the frameworks of the first nationwide action day *Germany Makes Music – Play Along!*. The cabaret artist, author and musician Konrad Beikircher is the force behind all events on the action day in Bonn, and Berlin's Senator for Education Sandra Scheers, as patroness, opens the program of a music school in Berlin. The preparations for the first campaign day are in full swing: Everywhere there is bolting and hammering, there are stages being built, musical instruments being polished and raffles being prepared. In ten days the wait will be over, music schools and specialized retail shops will open their doors and celebrate the action day under the banner of the active music making.

Germany Makes Music – Play Along! – that is the slogan of the initiative, which, with the action day on the third weekend of June, wants to raise the interest towards musical instruments. About 100 organizers at around 60 locations have followed the call. "We are thrilled about how much enthusiasm, dedication and creativity has been put into the whole thing", said the initiator and Managing Director of the SOMM, Daniel Knöll. "Even whole communities are devoting themselves to the action day. In Nauheim, the municipality is putting all activities of the city under the campaign slogan".

On the website www.deutschland-macht-musik.eu, a map of Germany is available showing all organizers as well as their respective on-site programs for the action day. Organizers and visitors can swap ideas on the campaign day in the social media channels, as the initiative is also represented on Twitter, Instagram and Facebook. The corresponding links can be found on the website.

Following the current news or sending own comments is possible using the hashtag #TagDmM.

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 aim is to promote the active music making. An action day is taking 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, offer 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 its advisory activities.

Official mentors and supporters of the campaign are the musicians Gregor Meyle and Tom Gaebel, known from the charts and television.

All information about the initiative and the complete program of the action day on June 18, 2016 is available 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.