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**TIME OUT NEW YORK HOSTS NEW “MATCHMAKING” WEBSITE FOR MAKE MUSIC NEW YORK 2008:
timeoutnewyork.com/makemusic**

Custom Application Brings Musicians and Venues Together for Citywide Festival on June 21, 2008

FOR IMMEDIATE RELEASE

NEW YORK March 25, 2008—Last year, on the first day of summer (June 21), the inaugural **Make Music New York** festival took place, offering more than 500 free outdoor performances throughout all five boroughs of New York City. Nearly 2,000 musicians took part in the one-day celebration, representing every musical genre from bluegrass and Hip-hop to Tuvan throat-singing. Concerts were held on streets, sidewalks, stoops, plazas, cemeteries, parks and gardens. According to city officials, it was one of the largest musical events in New York’s history. Said Mayor Michael Bloomberg, “We are delighted to support Make Music New York’s debut this year, and we are doing everything possible to make sure that the event is even bigger and better in 2008.”

Time Out New York—MMNY’s exclusive online media partner—created a dedicated website for the occasion, allowing music-lovers to search events by starting time, neighborhood, musical genre or any combination of those elements. The site went live two weeks before the festival, drawing 75,000 page views—35,000 on the day of the festival itself.

For **Make Music New York 2008**, which again falls on June 21, *Time Out New York* and MMNY are proud to announce a **new website**—timeoutnewyork.com/makemusic—which will make it easier than ever for performers and organizations to take part in the festivities. Developed by *TONY*’s online production team under the supervision of Online Production Director Amanda Meffert, the new site serves as a virtual matchmaker, bringing musicians together with venues and community groups that are looking to host events. The new site went live on **Friday, March 14**.

The logistical challenges of organizing Make Music New York are daunting. Last year, a team of 12 student interns worked with individual musicians to match them up with locations. Although 560 groups took part, another 354 groups who signed on couldn’t be accommodated. This year, thanks to *TONY*’s new site, musicians and venues will be able to make connections themselves, and everyone who wants to can be involved in Make Music New York.

Signing up is quick and easy. In one section of the site, musicians register, indicating their musical genre and what times of day they are available to perform. Each performer or group provides a URL to their website, a description of their music, a preferred neighborhood to perform in and contact info.

In a parallel section of the site, restaurants, bars, shops, gardens, block associations, management companies and others can sign up to make their outdoor space available for musicians on June 21. Each will list its location, a description of the space, the availability of electricity, ways in which they will promote the concert and what type of music they prefer.

Not unlike an Internet dating site, the website will then show possible matches based on each participant’s choices, with contact info (through the site or offline). Once a venue and a performing act have made a match, that information is routed to Make Music New York’s organizers, who confirm concert details and secure the necessary permits. Not long after the site is launched, a map showing existing concert locations will be added, making available (and unavailable) sites visible at a glance.

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The new site will allow MMNY to grow even bigger, giving participants more freedom to create the concerts they want to have. Says *Time Out New York* Marketing Director Mike Rucker, “As *Time Out New York*’s website and online production capabilities expand, we’re happy to put our new interactive capabilities to use in new and exciting ways. Our partnership with Make Music New York is an ideal one, first and foremost because it’s a celebration of arts and entertainment, which is the driving force behind *Time Out*, and also because it allows us to flex our ever-developing creative online muscles.”

President of Make Music New York Aaron Friedman says, “Because Make Music New York falls on a Saturday this year, we expect a major surge in participation. *Time Out*’s new website will allow us to scale up the festival, and create a musical holiday open to all New Yorkers who want to join in.”

Make Music New York’s own website will continue to serve as a vital source of information for both participants and the general public. For periodic updates, visit makemusicny.org and subscribe to MMNY’s e-mail newsletter.

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