



March 9, 2009
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FOR IMMEDIATE RELEASE

MAKE MUSIC NEW YORK RETURNS WITH “MASS APPEAL” HUNDREDS OF MUSICIANS TO PERFORM MASSIVE WORKS FOR SINGLE TYPES OF INSTRUMENTS, EXCHANGE MUSICAL GREETINGS

**PLUS MORE THAN 1,000 FREE CONCERTS IN OUTDOOR, PUBLIC SPACES
ON JUNE 21, THE FIRST DAY OF SUMMER**

“A great example of why New York is one of the world’s cultural capitals.”
says Mayor Bloomberg

New York, NY — **Make Music New York**, “the largest music event ever to grace Gotham” (*Metro New York*), announces the monumental **Mass Appeal** project as part of its third year of unique free concerts in public spaces throughout the five boroughs of New York City, all on Sunday, June 21st, the first day of summer.

Last year, over 3,000 musicians took part in the one-day celebration, which took place simultaneously with similar festivities in more than 327 cities around the world. From 11 in the morning to 10 at night, musicians of all ages, levels of training, and musical persuasions — from hip hop to opera, Latin jazz to punk rock — performed on New York City streets, sidewalks, stoops, plazas, cemeteries, parks and gardens. More than 1,000 different performances are planned for 2009. From high school bands to marquee names, MMNY is open to anyone who wants to take part, enjoyed by everyone who wants to attend.

“Make Music New York is a great example of why New York is one of the world’s cultural capitals,” says **Mayor Michael Bloomberg**. “Artistic talent – and a great appreciation of it – can be found overflowing the streets in every neighborhood in all five boroughs. With performances from individual amateurs to world-class ensembles, Make Music New York gives all of our residents and visitors a chance to experience the City’s diverse musical riches in their own backyards – or to explore the sights and sounds of other neighborhoods.”

This year, **Mass Appeal** gives New Yorkers without groups of their own a chance to take part in the music-making, by bringing together hundreds of musicians to play pieces written for single types of instruments. Huge ensembles of clarinets, crotales, french horns, veenas, violas, accordions, and saxophones have already formed, and are preparing pieces for prominent outdoor locations throughout the city on June 21st.

With the launch of *Time Out New York*’s MMNY matchmaking website, any musician, from the rusty violinist to the professional kazoo player, can register to join a performance of epic proportions. Not only do Mass Appeal concerts showcase these unusual ensembles, but they provide long-overdue performances for rarely programmed

compositions, such as Henry Brant's *Ghosts and Gargoyles* for an orchestra of flutes, and the saxophone music of Moondog (Louis Hardin).

Call for "Musical Handshakes"

As a crowning centerpiece to Mass Appeal, MMNY announces an open call for composers and musicians to write a "**musical handshake**" – a single melody that serves as the secret *lingua franca* for hundreds of Mass Appeal musicians.

This musical handshake will be used throughout the day on June 21st by trombones to greet banjos, flutists to greet cymbals, and harmonicas to greet sitars, with the hope that momentary greetings will turn into longer sessions of musical conversations.

Then, the handshake will receive its public unveiling as the improvisatory foundation of Mass Appeal's after-party of musical mayhem (location to be confirmed). An invitation is extended to Mass Appeal musicians to partake in this event, bringing large groups of instruments to jam together on the universal greeting of New York City's largest outdoor musical festival.

MMNY welcomes composers and musicians to submit musical handshakes of up to 10 seconds, consisting of a short melody made up of two phrases, forming a call and response between two ensembles. The composition should be playable by nearly all instruments and all musicians, from amateurs to professionals. Entries will be submitted in the form of written scores and will be accepted by email or post by Friday May 1st, 2009. The winning "musical handshake" will be selected by a panel of distinguished judges, and announced in late May, giving one composer the honor of a Mass Appeal premiere on June 21st, 2009.

Full guidelines are available in the "Take Part" section of www.makemusicny.org. For further information, please contact Elizabeth Ferguson, Mass Appeal Coordinator, at eferguson@makemusicny.org or call (510) 316-3061.

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