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Canadian PM Justin Trudeau Commemorates 75th Anniversary of the Recording Industry's Music Performance Trust Fund, Hailing "Unmatched" Commitment to Support Canadian and U.S. Musicians

Backed by major record labels Sony Music, Universal Music Group, Warner Music Group, and Walt Disney Records, the non-profit MPTF has announced a significant 33% increase in funding for the Canadian market, where it supported 1,000+ live, admission-free music events and distributed more than \$1,000,000 CAD to local union musicians in the last year alone!

"MPTF's work to spread its joy as far and wide as possible deserves the utmost praise... Your commitment towards supporting musicians, making music a part of every child's life, and adding to public knowledge about music, is unmatched..."

– Excerpt from Prime Minister Trudeau's official statement

New York (March 24, 2023) – In a statement commemorating the 75th Anniversary of the recording industry's Music Performance Trust Fund (MPTF), **Justin Trudeau, Prime Minister of Canada**, has hailed the non-profit organization for its "unmatched" commitment and support of musicians throughout North America.

In launching the celebration, MPTF, a leading non-profit organization enriching lives and uniting communities through the power of music, today revealed exciting new plans to expand initiatives and significantly increase funding allocations for Canada - up to 33% in the coming year, which is the highest grants budget in 20 years. The funds will support live, admission-free music performances in community events and senior centers across Canada, as well as Music in the Schools programs, scholarships, and more.

Primarily funded by four major record companies, including **Sony Music, Universal Music Group, Warner Music Group**, and **Walt Disney Records**, the independently run MPTF has also played a vital role in support of the music industry's gig economy. In the last year alone, it funded **over 1,000 live music events in Canada**, both in-person and virtual, and **distributed a total more than \$1,000,000 CAD to musicians in the country who are members of the American Federation of Musicians (AFM)**. Since its founding in 1948, MPTF has distributed

approximately \$620 million (USD) in sponsorship money. **More than 1,000,000 people attended MPTF-supported music events across North America in the last year alone.**

“MPTF’s work to spread its joy as far and wide as possible deserves the utmost praise. Furthermore, as a former teacher, I have seen firsthand the tremendous value of encouraging children’s participation in, and appreciation for, music. It makes an indescribable impact on their souls. To the entire team behind this incredible venture, please accept my gratitude for all that you do. Your commitment towards supporting musicians, making music a part of every child’s life, and adding to public knowledge about music, is unmatched,” **stated Prime Minister Trudeau.**

With the live music sector continuing to rebound from the impact of COVID-19, the MPTF projects it will significantly increase support in the upcoming 2023-2024 calendar year, with funding of more than 3,500 live music events in 100+ markets in the U.S. and Canada, including \$3.3 million (USD) in grants and scholarships. The organization additionally aims to fund over 500 music education programs in 2023-2024, through important partnerships with national and local organizations such as **Save the Music, Young Audiences Arts for Learning,** and more.

“As we launch our 75th Anniversary and celebrate this major milestone, the MPTF continues to evolve and successfully navigate the impact of COVID on live music by developing new initiatives, partnering with businesses and organizations, and streamlining operations, while expanding the breadth of our programs across North America,” said **Daniel Beck, Trustee of Musicians Performance Trust Fund.**

“For 75 years, the Music Performance Trust Fund has brought live music, free, to the public, in all corners of the United States and Canada. From park concerts to in-school demonstrations, the Fund has proven to be an extremely valuable and popular partner for city councils, schools and assisted living facilities, providing every genre of music in an up-close and personal way. I know of no other entity that has endured for so long, brought joy to so many, yet remained both relevant and critical to both musicians and music lovers now and in the future. Bravo to the MPTF for its excellent work!” said **Alan Willaert, Vice-President from Canada, AFM of the U.S. and Canada.**

By partnering with businesses, chambers of commerce, arts councils, municipal government organizations and parks programs, the MPTF supported during the previous calendar year more than 1,200 concerts in parks and public spaces, **400 Music in the Schools** events, over 1,000 performances in senior centers and assisted living facilities, and other special events across the U.S. and Canada. It also funded and facilitated more than **1,500 live virtual music** events held free via MPTF’s **Facebook** platform since the early days of the pandemic..

While continuing to re-grow its free, live public music events, MPTF is also focusing efforts in several areas which have been affected by the pandemic or suffered setbacks from lack of funding, staffing, or government support. The trust fund will further expand its programs to foster music education and bolster its signature national **Musicianfest** initiative that brings the

power of music to senior citizens, a segment of society which has been isolated more than ever, as well as strapped by fixed incomes, inflation, immobility, and the devastation from the COVID virus. Later this year, MPTF will announce new details related to several upcoming special events and initiatives. In April, the trust fund aims to support over 250 live music performances in celebration of **Jazz Appreciation Month**. The MPTF will also be partnering with local businesses and organizations in events celebrating **Juneteenth**, as well as anticipating support for the good work of the **Chicago Lyric Opera**, **French Quarter Festival**, the **Make Music Alliance**, and the Broadway League's annual **Curtains Up!** event held in Times Square.

A minimum of \$150,000 will be awarded to students in the U.S. and Canada in the Fall of 2023 through two scholarship programs, MPTF's **Music Family Scholarships** and the **Music's Future Scholarship**, which was established to help advance music majors. Over the previous year, more than 90 Music Family Scholarships were given to AFM musicians with family members attending college, while 30 Music's Future Scholarships went to music students unaffiliated with the union.

For more information on MPTF programs, live stream and in-person music events, and more, visit www.musicpf.org and www.facebook.com/the.mptf/