



Hamilton Music Collective and Bike for Mike Announce Inaugural Music and Motion Day featuring an exclusive performance by THE ORIGINAL BLUES BROTHERS™ BAND from NYC.

February 19, 2019 HAMILTON, ON - Hamilton Music Collective and Bike for Mike have aligned to present the inaugural **Music and Motion**; a day-long celebration of cycling and musical performances at Collective Arts Brewing designed to celebrate our city's unique culture on Sunday, May 5, 2019.

Music and Motion is a collaborative effort between Hamilton Music Collective and Bike for Mike to imagine and inspire a healthier, more enriched and vibrant future for Hamilton. By bringing the magic of music together with the transformative power of motion, **Music and Motion** strives to inspire greater cultural engagement, creative expression, and a clear path to a healthier more fulfilling future for Hamilton's youth.

This collaboration signals the beginning of a community-wide effort to provide young people with tools to practice self-care, navigate challenging experiences, and remain vigilant in the pursuit of wellness.

"At Hamilton Music Collective, we are passionate about music and believe in its transformative power as a medium for expression and to bring people together. It is our vision that **every** child should have access to high quality music education." said Hamilton Music Collective president and founder Astrid Hepner.

"We are thrilled to align with a like-minded organization and celebrate the positive impact that movement has on the community. By 'raising riders' we are working towards our goal of having 100% of youth who are able to cycle or walk to school," said Bike for Mike founder Mark Chamberlain.

Featuring a full day itinerary, activities will kick off with the 9th annual Mike's Ride in support of Bike for Mike, followed by an afternoon of family-friendly, music and 7 wellness-inspired activities including an 'Instrument Petting Zoo', bike decorating stations, a parade and performances by the *An Instrument For Every Child* **JAMBASSADORS**.

That evening, Hamilton Music Collective will host a benefit concert featuring **THE ORIGINAL BLUES BROTHERS™ BAND** from New York City and Hamilton's Blues Ambassador and Juno Award Winner, **Steve Strongman**, live at Collective Arts Brewing. Tickets for the concert are \$100 (a \$50 tax receipt will be provided).

Funds raised from these events will support both Hamilton Music Collective and Bike for Mike, in the development of new programming and access opportunities for Hamilton's next generation.



Sunday, May 5, 2019

The first of 5 ride distances and routes for Mike's Ride begins at 7:30 AM at Collective Arts; register at www.bikeformike.org

Afternoon activities begin at 12:00 PM on the grounds of Collective Arts

THE ORIGINAL BLUES BROTHERS™ BAND Concert begins at 7:00 PM at Collective Arts Brewing; purchase Tickets at <https://hamiltonmusiccollective.ca/about/music-and-motion/>

SOCIAL

Twitter: @HamMusicCollect @bikeformike

Instagram: @hammusiccollect @bikeformikeride

#MusicandMotion

ABOUT HAMILTON MUSIC COLLECTIVE

The Hamilton Music Collective (HMC), (<https://hamiltonmusiccollective.ca>) founded in 2008 is a non-profit organization dedicated to bringing the gift of music to young people. HMC's mission is to revitalize the music scene in Hamilton through professional live performances, education, events, and workshops. A key initiative of HMC is An Instrument For Every Child (AIFEC), a music education program that introduces music to young people, and advocates on behalf of disadvantaged and underserved children by offering them access to the transformative benefits of creating and performing music with professional instruction.

ABOUT BIKE FOR MIKE

Bike for Mike (<http://bikeformike.org/>) is in its 9th year of removing barriers and enabling youth to safely walk and cycle to school. They are assisting in the efforts to raise awareness for sustainable transportation, safe routes and the benefits of physical activity to mental and cognitive wellness. By providing children and families across Hamilton with bicycles, Bike for Mike inspires a new generation of bicycle ambassadors that work together with the ever growing cycling community to show [them] the way. Bike for Mike aims to help facilitate 100% of youth having the ability to walk and cycle to school.

ABOUT COLLECTIVE ARTS BREWING

Creative Arts Brewing <https://collectiveartsbrewing.com> is a grassroots craft brewery that aims to fuse the creativity of craft beer with the inspired talents of emerging artists and musicians. Collective Arts Brewing was founded on two beliefs: The first that creativity fosters creativity. And the second, that creativity yields delicious pints. Collective Arts feature limited-edition works of art on beer cans and labels, and work to make sure the liquid on the inside is as diverse and creative as the artists they profile.



For more information, visit <http://hamiltonmusiccollective.ca>
<http://bikeformike.org> or contact Amanda Gun-Munro, at amanda@agmpr.net, or Astrid Hepner at
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