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For Immediate Release

1LOVE PLAYING FOR CHANGE DAY: SEPTEMBER 21, 2013

Playing For Change Foundation Announces 3rd Annual Global Day of Music and Awareness

Santa Monica, California, June 25th 2013—Music lovers around the world will rally once again to spread peace through music with the Playing For Change Foundation's (PFCF) third annual global event on **Saturday, September 21st, 2013**. This year marks a new beginning as Playing For Change partners with the 1Love Foundation, renaming the event **1Love Playing For Change Day – Make Way for the Positive Day**. On this day, musicians and fans will gather on stages, street corners, schools, and even watch via live-stream music performances, concerts and events that promote peace and positive social change.

Inspiring the collective audience of both Playing For Change and 1Love, **1Love Playing For Change Day** will raise awareness and funds to create lasting change through music for generations of children to come. Proceeds from the event will provide direct support for the Playing For Change Foundation's free music education programs that serve children and their communities around the world. 1Love, a foundation started by the Marley family, works to inspire a global community to join together and build a better tomorrow, a philosophy shared by the Playing for Change Foundation that will be realized by bringing music into the lives of young people who might not have access to it otherwise.

People in every corner of the world will be able to participate in this memorable day of music by hosting, attending, or performing at an event on **September 21st, 2013**. Even those who are unable to physically go to an event will have the opportunity to watch one of the many performances streamed live online.

1Love Playing For Change Day is a unique opportunity to advance the missions of both organizations and forge even greater connections as the world comes together to play for change. The event will build on the success of PFC Day 2012, during which thousands of volunteers hosted over 300 events in 52 countries on 6 continents. Funds raised through the day will support PFCF music programs that give children the opportunity to develop new skills and find personal expression through music.

Anyone interested in participating in **1Love Playing For Change Day** can visit www.pfcday.org to create an event and learn more about getting involved in this global day of action.

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About Playing For Change Foundation

Playing For Change is a multimedia movement created to inspire, connect, and bring peace to the world through music. The Playing For Change Foundation (PFCF) was established in 2007 as a nonprofit 501(c)(3) organization with a mission to create positive change through music education. To date, PFCF has created nine music schools and programs in Ghana, Mali, Rwanda, South Africa, Nepal, and Thailand.

Hundreds of children who wouldn't otherwise have access to music education currently participate in regular music and dance classes. Dozens of teaching jobs have been created and instruments for the programs are sourced from local artisans, creating economic opportunity. Recent program evaluations reinforce the real and positive impact of music education to improve students' learning in math and language, increase their self-esteem, and foster joy and peace in the community. For more information visit www.playingforchange.org.

About 1Love

The 1Love Foundation is a public non-profit 501(c)(3) and a global movement created by the Marley family to do good in honor of Bob Marley's vision of a better tomorrow. Committed to furthering his legacy by fostering programs, spreading ideas, and encouraging good deeds that speak to its three key initiatives: Youth, Planet and Peace. To bring these projects to life, 1Love creates programs and aligns with charities and causes that support the nourishment and education of children, protect the earth, and promote the wellbeing of humanity in order to create lasting change for generations to come. For regular updates, exclusive invites and information follow 1Love on their [Facebook](#), [Twitter](#) or at <http://www.1love.org>

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