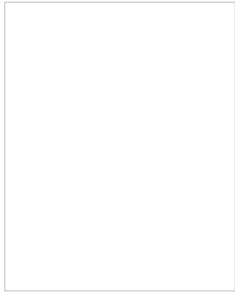


New campaign brings generations 'Together With Music'

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Tunstall Healthcare is sponsoring a new national campaign, 'Together With Music' which has been launched in partnership with Care England and Intergenerational Music Making.



The project has been designed to lift the spirits of care home residents across the UK this winter, and will strengthen and build upon links between education, health, and community organisations through the power of music.

Facilitated by the support provided by Tunstall Healthcare, the campaign encourages a range of interactions between care homes, local schools, youth groups, and choirs including singing songs, clapping and dancing to songs, and choosing different music to share with the various organisations involved.

The campaign will use a virtual platform to nurture community partnerships and empower care staff, teachers and community members to play an active role in their neighbourhoods. Through connection and collaboration, it will build strong, creative and resilient communities, and offer both the young and old an opportunity to explore, develop and come together in music.

Gavin Bashar, UK Managing Director of Tunstall Healthcare, commented; "We're proud to support 'Together With Music' to lift the spirits of care home residents and school children across the UK.

"Our technologies have been developed not just to help people remain safe and independent, but also to keep them connected, and this campaign is a perfect example of how digital solutions can be used to bring people together within their communities."

Together With Music will build virtual connections between care homes and their communities during the winter months to combat feelings of isolation, depression, and disconnection. The project will also raise awareness of tackling loneliness and promoting sustainable socialising for some of the UK's most vulnerable people.

Professor Martin Green, CEO Care England, added; "Care homes are especially mindful of the need to consider the emotional and spiritual well being of residents whilst restrictions are in place to protect them from Covid-19. This project will bring a ray of sunshine to thousands of lives and help counter feelings of isolation during the winter months.

"The support provided by organisations such as Tunstall is crucial in enabling us to continue delivering campaigns like Together With Music which make a difference to the lives of so many people."

Music has been recognised as an effective method of engaging people, including those with dementia which make up a large proportion of care home residents. 'Together With Music' builds on the impact of the BBC Music for Dementia initiative launched in September as part of World Alzheimer's Month.

The campaign has also received support from organisations including Barchester Healthcare, Hallmark Care Homes, MHA, Sing up!, Oomph!, Independent Age, Zenergi, and CoolCare.

Quote from IMM Director, Charlotte Miller: "We are thrilled that we are partnering with Care England in this exciting intergenerational campaign. Together with Music will connect young people with care home residents through music to raise awareness, establish links and in turn, tackle loneliness, isolation and promote sustainable socialisation for those most vulnerable. It shall be through these magical connections and collaborations that Together with Music will build strong, creative and resilient communities. It starts with a song!"

Quote from Avnish Goyal, Chair of Care England, Hallmark Care Homes and the Hallmark Foundation: "We are delighted to be involved in this initiative, music plays a huge part in all of our lives and has so many benefits for people living with dementia. We are sure this campaign will spread a lot of joy this winter and further develop the great relationships we have with our local communities. We are looking forward to seeing the impact this work has had in the coming weeks."

Quote from Pete Calveley, CEO Barchester Healthcare: "We know from years of experience that engaging with music and with young people has a profoundly enriching effect on the lives of our residents. We're certain that this wonderful project will be hugely beneficial to everyone involved."

Quote from Sam Monaghan, CEO MHA: "Music in people's lives is so important, something we recognised when we pioneered music therapy for people living with dementia in our care homes. It has life-enhancing results, lifting spirits, helping reduce anxiety and impacting positively on the lives of our residents. In addition, linking generations through the medium of music helps create bonds at a time when face to face contact is not always possible, which is why we are so proud to be a part of the campaign."

Quote from Michelle James, Sing UP CEO & Sing Up Foundation Trustee. “Sing Up is delighted to be ‘Together with Music’s’ education partner. 2020 has been a tough year, particularly for our oldest and youngest communities. Sharing music provides a powerful means of reaching out and spreading some joy especially at Christmas.”

To find out more or get involved, please visit www.togetherwithmusic.org.uk