



**First “High Note Music Prize”
for contribution to human rights to be awarded
in 2018 during all-star global concert event in London**

*Celebrity coalition to ignite worldwide human rights social-media
campaign targeted to reach 1 billion people*

New York and Geneva (10 December 2017) – The inaugural *High Note Music Prize* will be awarded next year to a major recording artist in recognition of his or her outstanding contributions to humanity and the promotion of human rights through music.

Already being referred to by the entertainment community as “The Nobel Prize of Music,” the prestigious new annual award will be presented by the **United Nations High Commissioner for Human Rights** during the *High Note Honors Concert*, which will be held in London in the fall of 2018 and broadcast worldwide. The High Note Music Prize is part of *The High Note Project*, a global social justice initiative being launched by a founding committee of prominent entertainment executives.

The High Note Project is an unprecedented global music initiative created by global philanthropic producer **David Clark**, who also worked with President Nelson Mandela to create and launch the 46664 world-wide HIV/AIDS Human Rights campaign in 2002.

Proceeds from The High Note Concert will benefit the High Note Music Prize winner’s favorite social justice charity, as well as the **United Nations Human Rights Office** and the **GRAMMY Museum®**. The High Note Project is supported by the United Nations Human Rights Office, which on **United Nations Human Rights Day** is launching a year-long campaign commemorating the 70th anniversary of the adoption of the Universal Declaration of Human Rights on 10 December 1948, and calling for people to “stand up for human rights.”

GRAMMY®-nominated singer and social justice advocate **Andra Day**, whose song “Rise Up” became the anthem for Black Lives Matter, has lent her support to the global music initiative. “I admire the mission of High Note and its decision to recognize musicians for their contributions through song,” said Day.

Announcing the organization’s support for The High Note Project initiatives, **Laurent Sauveur**, the Director of External Affairs for the Office of the UN High Commissioner for Human Rights, said: “As we enter the 70th Anniversary year of the adoption of the Universal Declaration of Human Rights, the need for people to stand up to protect human rights is more vital than ever.”

“Music is also a force to be reckoned with, and musicians have the power to mobilize,” Sauveur said. “We are proud to help launch The High Note Project and High Note Music Prize in an effort to galvanize global awareness of the importance of human rights, and at the same time honor artists who passionately use their work to promote and protect the rights of others.”

The High Note Project is also endorsed by the GRAMMY Museum, which is dedicated to cultivating a greater understanding of the history and significance of music, and has explored the role music has played as a political force in society.

“We commend The High Note Project and the UN Human Rights Office on their launch of the High Note Music Prize, which will place a deserved spotlight on artists using their music and platform for good,” said **Scott Goldman**, Executive Director of the GRAMMY Museum in Los Angeles. “Music is a powerful tool, and when used to call out injustice that power inspires goodwill in others and affects change across a broad spectrum of social issues.”

Leading UK promoter **Stuart Galbraith**, CEO and Founder of Kilimanjaro Live, will produce the High Note Honors Concert event, in association with The High Note Project. “We’re both pleased and proud to have been selected as the promoter of the High Note Honors Concert, which will be a significant global event for music and the artists of our time that are passionate about making a difference in the lives of others,” said Galbraith.

“Since music is an international language that has the power to inspire, heal and inform, The High Note Project was created as a platform to honor and recognize iconic artists who utilize music to promote social justice, as well as to unite human rights organizations with the global music community,” added Clark.

During the concert broadcast, the High Note Music Prize winner’s favorite human rights cause will be highlighted, as well as promoted via a global **Cause Flash** social-media campaign that aims to reach over one billion people. In 2015, the “**Water Now**” Cause Flash supported by UN Water and the global “**Clean Water Here**” safe drinking water campaign launched a social-media blitz that reached more than one billion people on UN World Water Day - making it the largest social-media campaign in history promoting the need for clean water.

ABOUT

The High Note Project

Created by philanthropic producer David Clark, *The High Note Project* is an unprecedented global initiative that celebrates artists that promote human rights through their music. The initiative is executive produced by Clark and **Chantel Sausedo**, veteran TV producer of The Grammy Awards, PBS In Performance at The White House Specials, The Laureus World Sports Awards, and a founding committee of prominent entertainment executives. The cornerstone of the initiative is the annual *High Note Honors Concert* where the prestigious *High Note Music Prize* is presented by the United Nations High Commissioner for Human Rights. For more information follow The High Note Project on Twitter @**highnoteproject** and visit www.highnoteproject.org

UN Human Rights Day

Human Rights Day is observed every year on December 10th - the day the United Nations General Assembly adopted the Universal Declaration of Human Rights in 1948. This year, Human Rights Day kicks off a year-long campaign to mark next December’s 70th anniversary of the Universal Declaration of Human Rights, a milestone document that proclaimed the inalienable rights which everyone is inherently entitled to as a human being - regardless of race, colour, religion, sex, language, political or other opinion,

national or social origin, property, birth or other status. It is the most translated document in the world, available in more than 500 languages. For more information visit, www.standup4humanrights.org

United Nations Office of the High Commissioner for Human Rights

The United Nations Human Rights Office (OHCHR), headed by the High Commissioner for Human Rights, represents the commitment of the international community to promote, protect and realize the full range of rights and freedoms set out in the Universal Declaration of Human Rights, whose 70th anniversary will be celebrated in 2018. The Office advocates for and supports the implementation of international human rights standards worldwide; it helps empower people to realize their rights and assists those responsible for upholding such rights to ensure their implementation. In doing so, the Office develops and carries out human rights education and training programmes and provides assistance to all actors in this area. For more info visit: www.ohchr.org

The GRAMMY Museum

Established in 2008 as a partnership between The Recording Academy and AEG, the GRAMMY Museum is a non-profit organization dedicated to cultivating a greater understanding of the history and significance of music. Paying tribute to our collective musical heritage, the Museum explores and celebrates all aspects of the art form—from the technology of the recording process to the legends who've made lasting marks on our cultural identity. In 2017, the Museum integrated with its sister organization, the GRAMMY Foundation, to broaden the reach of its music education and preservation initiatives. As a unified organization, today, the GRAMMY Museum fulfills its mission of making music a valued and indelible part of our society through exhibits, education, grants, and public programming. For more information visit, www.grammymuseum.org.

David Clark Cause

For over two decades High Note Project creator David Clark, CEO of David Clark Cause (DCC), has created major cause-related initiatives including the 46664 HIV/AIDS campaign and brand with President Nelson Mandela, the HEALING initiative promoting racial tolerance with Muhammad Ali, and the Anne Frank 75th Birthday Tribute promoting human rights with Anne's family and friends, among others. Noted for the quality of his groundbreaking ideas, David creates cause related initiatives that leverage the iconic stature and cultural currency of world-renowned individuals and organizations. For more information visit, www.davidclarkcause.com

Kilimanjaro Live

Kilimanjaro Live Ltd is a leading live entertainment promoter, based in London, UK organizing over 1,000 live music and diverse entertainment events each year ranging from the biggest stadium and arena tours, to festivals and small gigs based in a local pubs.

They promote some of the biggest artists in world music and each year their shows are attended by over 2M people. They also promote an alternative range of entertainment events including comedy, spoken word, theatre, extreme sports and visitor attractions. With a commitment to supporting new talent many of today's stars started their career as a Kilimanjaro artist. For more information visit, www.kilimanjarolive.co.uk / www.myticket.co.uk

Cause Flash

Created by **David Clark Cause (DCC)**, Cause Flash is a digital platform devoted to aggregating the social-media voices (Twitter and Facebook followers) of dignitaries, celebrities, charities, brands and the public at large, so large scale social-media campaigns can be launched instantly. By harnessing talent and technology to rally people around important causes that deserve immediate attention, Cause Flash elevates the human condition by inspiring and empowering people to donate funds and their own social-media voices to address some of the greatest challenges of our time. For more information visit, www.causeflash.org

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