



# TO WHOM IT MAY CONCERN



## A MESSAGE SONG HIGHLIGHTING UN'S WORLD DAY OF SOCIAL EQUALITY & JUSTICE

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#### About:

According to the UN, international days are occasions to educate the general public on issues of concern, to mobilize political will and resources to address global problems, and to celebrate and reinforce achievements of humanity.

### ● Social Equality & Justice | The Cause

The core issue is with 'equal opportunity'. Some reserve opportunities for themselves, and for their nearest ones, with limited or no regard for others. In many cases, individuals and societies do not see themselves as part of the fabric for a larger society.

The issue of equality of opportunities further complicates efforts to determine whether ground has been lost or gained in the realm of social justice.

### ● Project | Raising Awareness / Highlighting Event

#### What It Entailed:

This musical project created a platform for discussions and dialogue across social media, communities and societies on the subject matter. It drew the attention of several main stream media organizations and highly respected news papers. With over 1.2M streams and having been broadcast to over 900M listeners, this project became one of the most noted message songs around the world.

### Global Out-reach:

#### Regions with most number of streams/downloads/broadcast



North America	40%
South America	20%
Europe	20%
Africa	5%
Asia	15%



**500,000** Streams Across Digital Platforms on  
Its First Month of Release



FM/AM/Digital Broadcast to Over  
**900,000,000** Listeners Around the Globe



Additionally, over  
**700,000** FREE Streams  
from SoundCloud Recently



**99%** Positive Vote on Its Impact



To Stream Click On [HERE](#)

Source: Publisher/Release Metadata/Nielsen Audio/Play Count Across All Digital And Social Media Platforms

To find out more about this project, consult my publication titled: Message Song, or refer to my critique (Cultural Diplomacy), which is available from University of Salford's research repository.