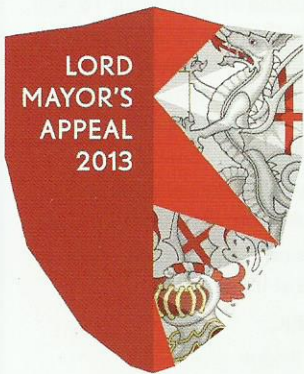




The City in Society

The theme of the Lord Mayor's Appeal, 'The City in Society', reflects the City of London's major contribution and wide-ranging commitment to the society it serves in the 21st century



This year's Appeal is focussing on the City as a global centre for philanthropy and particularly on its involvement in fostering the arts. By giving a platform to its chosen charities, the Appeal aims to encourage and challenge people to give more and do more, and to participate in securing the future for the next generation, whether this be by supplying more music, lifting children out of poverty, safeguarding the environment, or protecting and ensuring access to art in all its forms.

CITY MUSIC FOUNDATION

The principal beneficiary of the Lord Mayor's Appeal 2013 is the City Music Foundation (CMF), a charity established to give new opportunities to aspiring professional musicians in the early stages of their careers, both financially and through mentoring. CMF will identify inspirational soloists and ensembles and make them accessible to a new generation of audiences, young and old.

By bringing together several established City-based institutions, including the Barbican Arts Centre, the Milton Court development of the Guildhall School of Music and Drama, the London Symphony Orchestra, the City of London Festival and the Worshipful Company of Musicians, CMF unites experts who share a common purpose in their commitment to support young artists beyond the end of formal

musical training or education.

CMF will support individuals or groups in classical, jazz or world music genres. Successful applicants will receive a grant to fund a series of concerts over a one-year period, mentorship from experienced artists in their field, and marketing and publicity support. The aim is to equip each musician with the professional tools to promote themselves to a wider audience and to support themselves financially through music. Every performance will be made available for school-age children and the elderly.

Lord Mayor Roger Gifford says: "Music permeates every aspect of our lives and the Lady Mayoress and I feel strongly that we have to do more for those who work so hard to create it. Only by supporting and promoting young, able musicians will the future of live musical performance, new interpretations and new commissions be assured."

