



MUSICARES® TO HOST 2ND ANNUAL MINDFUL MAY IN PARTNERSHIP WITH SWEETWATER, PROVIDING NASHVILLE MUSIC PROFESSIONALS A MENTAL HEALTH AND WELLNESS EXPERIENCE

EXPANDING HOLISTIC WELLNESS SUPPORT FOR MUSIC PROFESSIONALS DURING MENTAL HEALTH AWARENESS MONTH

SANTA MONICA, CALIF. (MAY 14, 2025) – [MusiCares®](#), the leading charity supporting the health and well-being of the music community, will host the second annual Mindful May, presented in collaboration with [Sweetwater](#). The event will take place on May 21 from 12 p.m. to 4 p.m. at Riverside Revival in Nashville, offering a restorative experience to support the unique mental, physical and emotional needs of music professionals during Mental Health Awareness Month.

In recent months, conversations about the pressures facing music professionals have become more visible and urgent. Following the overwhelming response to last year's inaugural gathering in Los Angeles, MusiCares and Sweetwater are bringing the event to Nashville. The "Music City" is home to thousands of artists, engineers, songwriters, road crews, and other music professionals who navigate some of the most high-pressure and unpredictable conditions in any industry.

"Mindful May amplifies the important role that our industry can play in supporting music makers' mental health and overall well-being," explained Sweetwater CEO Mike Clem. "We serve with heart and strive to care for musicians throughout their journey – and MusiCares shares that commitment."

In such a fast-paced industry, this event gives music professionals a chance to slow down, check in with themselves, and discover new ways to care for their minds and bodies. An extension of MusiCares' ongoing care for the music community, Mindful May provides an intentional space to explore how mindfulness practices can contribute to long-term health. This year's event will feature immersive wellness experiences including a group sound bath, yoga, massage therapy, holistic chiropractic services, mental health providers, custom ear mold fittings, a guided tea ceremony, a meditation station, and nourishing refreshments.

"Mindful May was created to meet people where they are and give them mental health tools they can carry into everyday life," said Marshai Iverson, Managing Director of Mental Health and Addiction Recovery at MusiCares and curator of the event. "Traditional therapy isn't for everyone, and that's okay. Especially in the music industry, where the pace is relentless and the pressure never lets up, it's crucial to offer support in ways that truly resonate with creatives."



Every element of Mindful May has been intentionally curated to provide accessible, meaningful ways for artists and industry professionals to care for their mental and physical health.”

Guests will also be invited to attend a panel conversation with a lineup of music professionals and experts sharing their personal stories about navigating mental health, touring, creative pressure, and healing. The discussion, led by moderator Candress Suber of MusiCares with panelists including renowned psychologist Dave Verhaagen and musical artists Drake White and Grace Bowers, will offer honest, lived-in perspectives on the often-unseen tolls of life in music, along with the practices that help these artists stay grounded, resilient, and connected to themselves and their communities.

“We were so moved by the response to last year’s Mindful May event, and we’re thrilled to bring it to Nashville this year,” said Laura Segura, Executive Director of MusiCares. “Mindful May reflects what we believe at our core – that caring for music professionals requires more than just one-size-fits-all solutions. It takes a holistic approach that acknowledges the complexity of their lives and meets them with dignity, empathy and real tools for wellness. We’re proud to grow this effort alongside Sweetwater and offer a moment of healing for the community that gives so much to all of us.”

Throughout the event, attendees will also be able to connect with MusiCares staff and learn more about the organization’s year-round services and support programs. From preventive care to recovery assistance, MusiCares remains a trusted and compassionate safety net for those in the music community when they need help. The organization is committed to making wellness more accessible and empowering for all music people.

ABOUT MUSICARES

MusiCares helps the humans behind music because music gives so much to the world. Offering preventive, emergency and recovery programs, MusiCares is a safety net supporting the health and welfare of the music community. Founded by the Recording Academy in 1989 as a U.S.-based 501(c)(3) charity, MusiCares safeguards the well-being of all music people through direct financial grant programs, networks of support resources, and tailored crisis relief efforts. For more information please visit: www.musicares.org.

ABOUT SWEETWATER

The No. 1 online retailer for music makers, Sweetwater is trusted and beloved by millions of musicians, sound engineers, band and orchestra directors, and podcasters who rely on the company to help advance their musical and creative journeys. From beginners to rock stars, music makers everywhere seek out Sweetwater’s industry-leading expertise, including in-depth product videos to inform their purchases and unrivaled post-care support. Headquartered in Fort Wayne, Indiana, and founded in 1979, Sweetwater Sound, LLC credits its four decades of profitability to its now 2,500 employees and its deep understanding of the profound connection that music makers have with their craft, their gear and the creative process. Sweetwater is amplifying change through music, lifting up communities by creating, empowering, and caring about the music makers of tomorrow and today. For more information, visit: <https://www.sweetwater.com>.



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