



## **MUSICARES® TO HOST THIRD ANNUAL MINDFUL MAY IN NEW ORLEANS, IN PARTNERSHIP WITH SWEETWATER, SUPPORTING HOLISTIC WELLNESS FOR MUSIC PROFESSIONALS**

### **BRINGING MENTAL HEALTH AND WELLNESS SUPPORT TO THE MUSIC COMMUNITY DURING MENTAL HEALTH AWARENESS MONTH**

**SANTA MONICA, CALIF. (MAY 14, 2026)** – [MusiCares®](#), the leading charity supporting the health and well-being of the music community, will host its third annual Mindful May, presented in collaboration with [Sweetwater](#), in New Orleans on May 19 from 11 a.m. to 3 p.m. at the New Orleans Jazz & Heritage Festival and Foundation. Held during Mental Health Awareness Month, the free event will offer a restorative experience designed to support the mental, emotional and physical health of those working in music.

Bringing Mindful May to New Orleans carries special significance. As the birthplace of jazz and home to generations of deeply rooted music culture, the city's music community reflects both extraordinary creativity and enduring resilience. In the years following [Hurricane Katrina](#), music professionals across New Orleans faced immense loss and displacement, yet remained central to the city's cultural and emotional recovery. Today, from artists to engineers to live event crews, this community continues to shape music globally while navigating the same pressures and instability that exist across the industry.

"We've seen firsthand the strength and resilience of the New Orleans music community," said Marshai Iverson, Managing Director of Mental Health & Addiction Recovery at MusiCares. "In the wake of Hurricane Katrina, MusiCares mobilized to support music people facing unprecedented loss, helping shape how we show up for this community in times of crisis. Whether someone is navigating a personal hardship or recovering from a large-scale disaster, our commitment remains the same: to help music professionals regain stability, access care and sustain their well-being over time."

Following the strong response to previous events in concert with Sweetwater in [Los Angeles](#) and [Nashville](#), MusiCares continues to expand Mindful May as part of its ongoing commitment to providing accessible, holistic care for the music community where they live and work.

"Caring for musicians and creators throughout their journey is at the center of our mission at Sweetwater, and Mindful May is a powerful opportunity to further impact music-making communities," explained Sweetwater CEO Mike Clem. "We're proud of our long-standing partnership with MusiCares, meeting the music community where they are and ensuring they feel heard, seen and supported by our industry."



In such a fast-paced and demanding industry, Mindful May offers music professionals space to slow down, reconnect and explore supportive practices that can be carried into everyday life. The event will feature immersive wellness activations including a group sound bath, yoga and meditation sessions, massage therapy, holistic chiropractic services, mental health resources, custom ear mold fittings, guided tea ceremonies, and light refreshments.

A central moment of the day will be the panel discussion, "The Calm After The Storm: Community Healing Through Music and Resilience," moderated by MusiCares' Candress Suber. The conversation will bring together six-time Grammy® winner PJ Morton, the Recording Academy®'s Reid Wick and therapist August Boyd to explore the role of music in healing, particularly in the aftermath of natural disasters. With deep ties to New Orleans, the panel will reflect on the lasting impact of Hurricane Katrina and the ways the local music community has supported recovery, connection and collective resilience.

Throughout the event, attendees will also have the opportunity to connect with MusiCares staff and learn more about the [organization's year-round services](#). From preventive care to [recovery support](#) and [disaster relief](#), MusiCares continues to provide a trusted safety net for music people in times of need. Through efforts like Mindful May and its continued partnership with Sweetwater, MusiCares is working to expand access to care and reduce barriers that too often prevent those working in music from seeking support.

To RSVP, please visit [musicares.org/mindfulmay2026](https://musicares.org/mindfulmay2026).

This event would not be possible without Sweetwater and support from StageWater.

## **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](https://www.musicares.org).

## **ABOUT SWEETWATER**

The number one online retailer for music makers, Sweetwater is trusted and beloved by millions of musicians, audio engineers, teachers, 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 growth to its 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 and lifting up communities by creating, empowering, and caring about the music makers of tomorrow and today. For more information, visit [Sweetwater.com](https://Sweetwater.com).



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