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**River Beats Launches “Pay it Forward” Initiative to Benefit Musicians Without Borders**

*Pledges donations to match giveaways throughout September and October*

**New Orleans, LA (August 24, 2017)** — In partnership with multiple event organizers, River Beats announces the launch of the Pay it Forward campaign to benefit the nonprofit organization Musicians Without Borders. Pay It Forward is a charitable initiative in which RB will host giveaways for concert tickets and festival passes. RB pledges to donate \$20 to Musicians for each ticket donated to the campaign.

Over 30 festivals are left in this season and RB is expected to giveaway passes to over 20 of these in addition to tickets to numerous concerts across the nation. Each ticket or festival pass for giveaway has been donated to the Pay It Forward campaign by the event organizers. The giveaways will be hosted on RB social media at various times throughout the months of September and October.

Both River Beats and Musicians Without Borders are striving to unite people of various backgrounds through music. Electronic music is known for promoting peace, love, unity and respect at concerts and festivals. RB specifically discusses the trends in today’s scene and promotes a peaceful and loving community through the mutual love of music. Musicians Without Borders hosts many programs teaching basic music skills to people of various ethnicities and healing the emotional distress of war.

“We’re looking forward to this campaign and promoting peace with our contributions to Musicians Without Borders,” says Ben Dills, co-founder and CEO. “We feel this is a trying time for society and River Beats is proud to say we support their mission to connect people through creative musical programs.”

“River Beats was created from the need to unite people through the love of music,” adds Sean Schmidt, co-founder and COO. “Musicians Without Borders is doing a phenomenal job of unifying people and giving hope which is why we have chosen their organization for this campaign.”

To keep up with the giveaways you can like or follow River Beats on social media @riverbeats1.

**About River Beats:**

River Beats launched their blog in September 2016 and has quickly grown to a national audience of 25K monthly uniques. As a global community for music, art, and culture, we bring progressive new music and events to the scene on both a local and national level. Created out of a necessity to unite the music scene and give fans what they never had before, we are a platform for fans to express themselves. River Beats is dedicated to helping fans connect with music and have a say in what they want to see, because without the fans there would be no movement. To read the latest of our news, please visit [www.riverbeats.life](http://www.riverbeats.life).

### **About Musicians Without Borders**

Musicians without Borders uses the power of music to bridge divides, connect communities, and heal the wounds of war. Our long-term commitment allows our participants the time to develop skills and talents, process grief and loss, and build bridges of reconciliation in societies divided by recent or ongoing conflict. Our professional trainers are specialized in running community music projects with people dealing with trauma, fear and isolation as a result of war and conflict. You can learn more by visiting [www.musicianswithoutborders.org](http://www.musicianswithoutborders.org).

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