



MURU MUSIC HEALTH LAUNCHES MINDFUL MUSIC PLATFORM TO MARK DEMENTIA AWARENESS WEEK

Monday, September 21, 2020 – To mark World Alzheimer’s Day and the start of Dementia Awareness Week [Muru Music Health](#) has partnered with Australian Radio Network and Universal Music Australia to give the gift of music to aged care and retirement village residents across the country.

Muru Music Health is a research-based mindful music listening platform designed to help users relax, relive positive memories or to be active while stimulating the brain.

The partnership will see 5,000 Muru Music Health memberships donated to retirement village residents at Stockland and aged care residents in Hammond Care, Plus Communities, and many others centres across the country.

Founder of Muru Music Health Nicc Johnson said, “Today, 22% of the global population is over the age of 60, and every three seconds someone is diagnosed with dementia. While there is no cure to ageing or cognitive decline, research has shown listening to music can reduce anxiety, depression, blood pressure, and pain as well as improve sleep quality, mood, memory, increase cognitive functions, enhance learning and concentration, and slow down the effects of brain ageing.

“When it comes to music, whether we’re listening or participating, the brain does something magical. The human brain can separate the complex rhythm, melody and emotion of a song in a split second. It can also instantly recognise a song it’s heard before and decide whether we like it or not.

“For people living with Alzheimer's, therapists and neurologists have found that when a person listens to familiar songs from their youth, it can reduce the level of brain fog and confusion and in some cases enable more effective communication.”

Stockland CEO National Services and Care Manager Natalie Burns said, “At Stockland, we’re always looking for new ways to support our residents and their wellbeing. We know the powerful effects that music can have on our mood and behaviours, and are so pleased to be working with Muru Music Health to offer our residents a chance to incorporate music more seamlessly into their routines, and live happier and healthier lives.”

ARN’s Chief Operating Officer Michael Harvey said, “At ARN we know the power of audio to connect and entertain, so we are proud to partner with Muru Music Health to share that with older Australians. The partnership is supported across the ARN network with GOLD104.3’s Craig Huggins, Mix102.3’s Mark ‘Soda’ Soderstrom, 96FM’s Lisa Shaw and The Edge’s Emma Chow all getting behind Muru Music Health with touching on-air messages.”

Universal Music Australia has partnered with Muru Music Health as the exclusive partner providing access to the most comprehensive catalogue of music from artists across all genres.

President Universal Music Australia & New Zealand George Ash said, “Music has always had a significant impact on social issues. The healing power of music unites us, it helps us navigate through challenging times, whilst reminding us of happy and treasured memories, evoking emotion and

sensations like no other medium. Universal Music Australia is proud to be supporting Muru Music Health in their dementia initiative. We look forward to the positive feedback from carers and dementia patients and hope to contribute to their ongoing social and emotional wellbeing.”

Personally commenting on the power of music, acclaimed Australian singer songwriter, Missy Higgins says, “Understanding the power of music and the role it plays in all kinds of healing and therapy is something I understand all too well. Having watched my beloved Grandma endure the effects of dementia, this project is as important as any research currently underway, and any comfort and support that can be provided to the growing number of those affected, is only a positive move forward.”

Country music star Lee Kernaghan, OAM added, “Dementia is a growing problem in Australia and it has a huge effect on every family that it touches. Music can be a powerful tool in assisting patient therapies; that’s why I’m really proud to lend a hand along with my great mates at Universal Music Australia who are yet again showing fantastic social responsibility in their support of Muru Music Health’s Dementia Initiative.”

-ENDS-

About Muru Music

Muru: Aboriginal (Dharug) meaning – Pathway, Gateway, Journey to

Muru Music is an Aussie tech start-up that has just launched its first product – **Muru Music Health** in Australia. It is an AI music tech platform that personalises music to bring an experience to help ward off the effects of brain ageing through the power of music

Its Founder Nicc Johnson is originally from Amsterdam. He grew up in Ibiza where he became a professional DJ and resident at Pasha. Nicc studied Musicology specialising in Music and the Brain and Music Taste and came to Australia 9 years ago. 6 years ago he started Muru Music to create a system that can analyse music in the same way the human brain can – today they launch Muru Music Health

Nicc is available for interviews.

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About Stockland

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia’s largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, logistic centres, business parks, office assets and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency. www.stockland.com.au

About ARN

ARN is one of Australia’s leading Broadcast and On-demand audio companies, ‘Defining Audio’, with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN’s vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands

KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Robin, Terry & Bob and Perth's 96FM with Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world's fastest-growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.2 million downloads of the app and over 1.6 million registered users.

ARN's iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA.

In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts. The network quickly became Australia's number #1 podcast publisher alongside holding the #1 podcast in Australia.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.

About Universal Music Group

Universal Music Group (UMG) is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audiovisual content in more than 60 countries. Featuring the most comprehensive catalog of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans.

Universal Music Group is a Vivendi company. Find out more at: <http://www.universalmusic.com>.