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**MELODIC CARING PROJECT RELEASES INFECTIOUS VIDEO FOR
THEME SONG "HEY HEY"
BY CHARITY FOUNDER LEVI WARE**

**Video for Lead Track from Fund-Raising CD *Raise A Record*
to Premiere on AmericanSongwriter.com**

"Hey Hey" in Closing Credits of New Family Film *The Stream*

"Hey Hey," the catchy lead track from the newly-released fund-raising album, **RAISE A RECORD**, benefiting the Seattle-based Melodic Caring Project, is the basis for an infectious video that premieres this week on AmericanSongwriter.com. To view the video go to:

<http://www.americansongwriter.com/2013/10/video-premiere-levi-ware-hey-hey/>



Newly recorded by singer-songwriter Levi Ware, founder of the charity that brings the healing gift of music directly to hospitalized children via streams of live concert events, "Hey Hey" was produced for the album by Grammy®-winning engineer Neal Cappellino, whose work includes Alison Krauss & Union Station's *Paper Airplane* and recordings by Dolly Parton, Brad Paisley, Vince Gill and Joan Osborne.

Additionally, Ware's "Hey Hey" can be heard over the closing credits of a new family film called *The Stream* starring Kelly Rutherford, Christopher Gorham, Mario Lopez and Rainn Wilson, benefitting the Boys & Girls Clubs of America. The film opened in limited release on October 18.

"Hey Hey" serves as the unifying theme song of the two-year-old organization. The video for "Hey Hey" was created by Nashville-based designer and video producer Casey McBride under the auspices of his Triangle Creative Group (www.trianglecreativegroup.com). Ware's performance of the song on a ukulele is intercut with footage showing distinctive U.S. landmarks and locales, among them New York City, Nashville, Atlanta, Chicago, Louisville, the Arch in St. Louis, Philadelphia's Love sculpture and Seattle's iconic Space Needle, to convey the growing movement that is the Melodic Caring Project.



Levi Ware at Los Angeles premiere of *The Stream*.

The video includes cameos of Ware's wife Stephanie, who co-founded and runs MCP with him, and Cappellino, who serves on its board of directors.

Also featured singing along to the song are three of the organization's unique beneficiaries: 11-year-old Cassidy, who is battling Conradi-Hünermann syndrome, a rare genetic disorder affecting skeletal development; her supportive seven-year-old sister Ella, and Caden, age 4, who has been in treatment for neuroblastoma cancer much of his young life. 11-year-old Braydon, a leukemia patient, is seen viewing one of MCP's live streams with his mother Rene.

An excerpt of the "Hey Hey" video aired on AXS Television's *AXS Live* program as part of its "Out This Week" feature showcasing new CD releases. The **RAISE A RECORD** compilation, released by independent Rogue Island Records, is available through various online and retail outlets as well as via the Melodic Caring Project website (www.melodiccaringproject.org).

In addition to "Hey Hey," which has been serviced to AAA radio stations nationally, the album includes 13 additional tracks donated by artists who have performed concert events that have been streamed via the Melodic Caring Project.

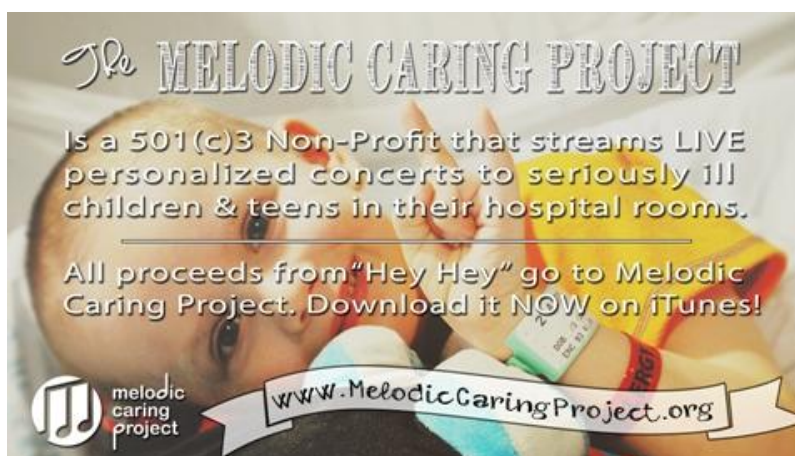


Levi Ware (right) with Rainn Wilson, star of *The Stream*



Levi Ware (right) with *The Stream* director Estlin Feigley

Artists who contributed tracks to the CD are: Tyrone Wells, Tommy Simmons, Luc and the Lovingtons, Hawaii-based singer-songwriter Donavon Frankenreiter, Naomi Wachira, Motopony, Ultimate Bearhug. Massy Ferguson, Kris Orlowski, Local Strangers, Hannalee, Mycle Westman and Ware's former band Vast Capital.



The MELODIC CARING PROJECT (MCP) is a registered 501(c)3 Not-For-Profit which aims to bridge the gap between music, technology and patients battling serious illness by streaming LIVE personal concerts to kids and teens in the hospital. MCP embraces the medically proven healing properties of music to alleviate pain, reduce anxiety and aid in the overall wellness and wellbeing of the patient.

To view upcoming (and past) MCP events or to make a donation, visit:
www.melodiccaringproject.org

To view archived and live Melodic Caring Project streams, go to
www.ustream.tv/melodiccaringproject

Visit: **www.rogueisland.com**

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