



## Musikind announces six-month Free Pass in response to COVID-19

To help care homes provide a variety of music-based activities in these unprecedented times, Musikind is offering 300 care homes six months free access to its music App.

COVID-19 has led to UK care homes having to close their doors to musical entertainers, musicians and music therapists. This has resulted in a drastic decrease in the amount of musical activities most homes can offer. Musikind's Free Pass aims to help homes with this challenge.

Musikind has been developed by a Music Therapist specially for use in care homes. With specifically designed music and guidance, the App enables carers to access the benefits of music in daily care without the need for any musical training. Musikind also offers structured activities, such as one-to-one and group singalongs. All the music in the App is designed for purpose, meaning each song has been created with different therapeutic benefits in mind. Musikind is a new App and a Finalist in the Innovation Excellence Award at the Dementia, Care & Nursing Home Expo taking place in November 2020. An **Activities Coordinator at Avonbourne Care Centre OSJCT** described Musikind as "absolutely imperative and important for the home".

**Grace Meadows, Senior Music Therapist and Programme Director at Music for Dementia 2020**, said: "Access to music is so important to everyone in a care home setting, but for people with dementia it really is a lifeline as cognitive functions deteriorate. Thank you, Musikind, for making this offer when overstretched care workers need as much support as possible."

The Musikind Free Pass runs from 15 April 2020 to 15 October 2020. No payment details are required to access the offer, but an Apple iPad must be available at the home to download the App. Once the Free Pass expires, care homes can choose to subscribe to the App for £39.99 per month (+VAT).

Care homes wanting to benefit from a Free Pass can apply quickly and easily by visiting [www.musikind.co.uk/freepass](http://www.musikind.co.uk/freepass). Care homes will be signed up to the offer on a 'first come, first serve' basis and there is a limit of five care homes per organisation.

**Arash Bazrafshan, Musikind Founder**, said: "I hope that the Musikind Free Pass will give a greater number of people living in care homes the opportunity to access the power of music at the times when they need it most".

For more information, please contact Arash: [arash@musikind.co.uk](mailto:arash@musikind.co.uk)