

MUSIC  
HAS POWER™  
awards



TO BENEFIT THE **INSTITUTE FOR MUSIC AND NEUROLOGIC FUNCTION**  
MONDAY, NOVEMBER 29, 2004

# FOR IMMEDIATE RELEASE

## ***2004 Music Has Power™ Awards honor Moby, Karl T. Bruhn and Concetta M. Tomaino***

*Evening of star-studded performances to benefit the  
Institute for Music and Neurologic Function*

November 2, 2004 (New York, NY) – The Institute for Neurologic Function, part of Beth Abraham Family of Health Services, is proud to present the fourth annual Music Has Power™ Awards to be held on Monday, November 29th, 2004 at the Jazz at Lincoln Center's Allen Room. Renowned recording artist, Moby, president of Karl T. Bruhn Associates and music advocate, Karl T. Bruhn and Director of the Institute for Music and Neurologic Function and Vice President for Music Therapy, Concetta M. Tomaino, D.A., MT-BC, will be honored for their outstanding contributions to the area of music and wellness.

The Music Has Power Awards recognize significant accomplishments by men and women who have brought new understanding to the use of the power of music to awaken and heal. Through this celebration, funds raised will support patient care, along with clinical and scientific research. Sponsors this year include NAMM, The International Music Products Association; International Foundation for Music Research (IFMR); and MTV Networks.

Scheduled to perform and present at the awards are popular recording artist **Moby**; award winning actor and composer **Kris Kristofferson**; Grammy®, Tony®, Golden Globe® and Emmy® Award winning composer, **Marvin Hamlisch**; Oscar-nominated actor, **Willem Dafoe**; singer-songwriter, **Rufus Wainwright**; Actor-Writer-Director-Composer,

**Vincent Gallo**; Kate Pierson and Fred Schneider of **The B-52's**, Rich Robinson of the **Black Crowes** and many other special guests. Last year's guests included Gwyneth Paltrow, Chris Martin, Vanessa Carlton, Kevin Bacon and the Bacon Brothers, Mickey Hart of the Grateful Dead, and others.

The 2004 Music Has Power event begins at 7pm. For tickets, please contact: Alyson Clark with Cathy McNamara Events at 212-786-6051. All tickets include admittance to a special VIP reception.

The Institute for Music and Neurologic Function is a not-for-profit, 501(c)(3) organization and an affiliate of the Beth Abraham Family of Health Services, based in New York, which provides a continuum of long-term health-based services to thousands of people each year. For more information visit [www.musichaspower.org](http://www.musichaspower.org)

*For More Information Contact:*

*Connie Tejada  
Heather Lylis*

*Beth Abraham  
Ken Sunshine Consultants*

*718.519.4168  
212-691-2800*

# THE INSTITUTE

## *About the Institute*

The Institute for Music and Neurologic Function, a nonprofit 501(c)(3) agency, was founded on the idea that music has unique powers to heal, rehabilitate, and inspire – and that we can use music therapy to restore and improve our physical, emotional and neurological health. The Institute is dedicated to advancing scientific inquiry on music and the brain and to developing clinical treatments to benefit people of all ages.

## *Beginnings, Awakenings*

The Institute developed out of many years of observations and clinical work at Beth Abraham. Oliver Sacks, MD, Concetta Tomaino, DA, MT-BC, and others observed that many people with neurological problems could learn to move better, remember more, and even regain speech when music was used in specific ways. Often the effect of music was instantaneous – like the awakening of a patient who was able to feed himself when a rock and roll song was played.

What was happening in the brains of these individuals to make these responses possible? It became our passion to find out, to reach out to other physicians and scientists, and to use what we learned to improve the lives of patients and others.

## *Bringing Together Neuroscience and Music*

Founded in 1995, under the leadership of Edwin H. Stern III, Arnold H. Goldstein, and the late Ben Rizzi, the Institute for Music and Neurologic Function has brought together two worlds: basic neuroscience and clinical music therapy. Today the Institute is one of the leading clinical programs offering innovative music-based treatments to patients.

Often we are able to help patients who have not been helped by traditional interventions. For example, we treated a patient who was told that he would not be able to use his hands again after a stroke, now, six years later (five years after completing traditional rehabilitation), he is able to hold drumsticks to play a digital drum. Through therapeutic drumming and the singing of familiar songs we have helped residents with dementia, who were mute and isolated, come together in communal experiences.

Today music and cognition is one of the fastest growing areas of neuroscience research. Researchers across many disciplines are beginning to recognize its exciting potential to transform our lives – in everything from how we learn and develop, to how we can preserve health and wellness in old age.

## *Keeping the Promise . . .*

### *Clinical Services, Research and Education*

The Institute's clinical services and research focus on helping people with stroke and aphasia (loss of speech), movement disorders and Parkinson's disease, multiple sclerosis, brain and spinal cord injury, Alzheimer's and other dementias, depression and anxiety and conditions requiring pain management and palliative care. The national importance of the Institute's clinical research was recognized by the United States Administration on Aging, which provided a grant to support the Institute's work on innovative music-based approaches to stroke and dementia care. The treatment approaches developed by the Institute have been recognized as best practices in the field, and serve as models for many other health care providers.

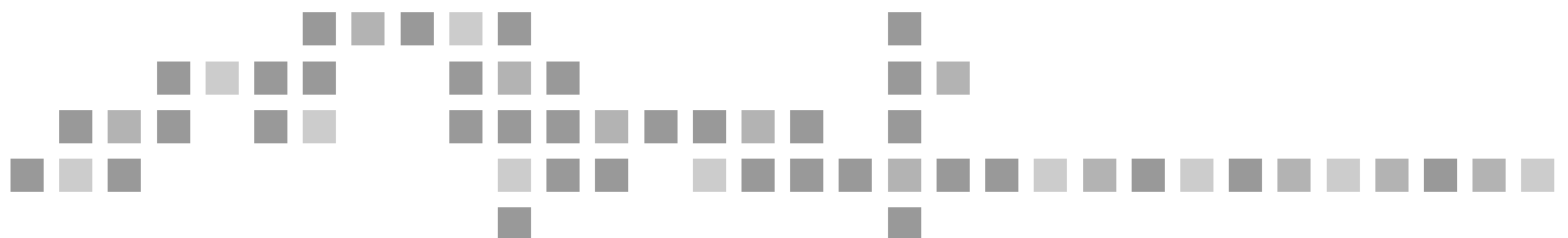
As part of its mission, the Institute brings the promise of music therapy and brain research to patients and their families, and to scientists and healthcare providers around the world. In the last year, the Institute's staff have made more than 30 presentations to academic audiences, hospitals and health care providers in the New York metropolitan area, and as far away as Phoenix, Philadelphia, and San Antonio. Most recently, in recognition of the Institute's groundbreaking work in Alzheimer care, Dr. Tomaino was invited to present at the 20th Annual Mayoral Conference on Alzheimer's Disease in New York City.

## *Leading the way...*

### *With advanced music technology and new ideas: the Music Has Power Club and Recording Studio*

As early as the 1980s, Beth Abraham music therapists, under the direction of Concetta Tomaino, DA, MT-BC began using specialized adaptive musical instruments, with MIDI (Musical Instrument Digital Interface) capability, in neuro-rehabilitation. Beth Abraham's therapists found that by attaching a musical instrument with MIDI capability to a patient's body, they could enable patients with very limited movement to create sounds from a synthesizer. For example, if a person is quadriplegic, and can move only his head, music therapists can program a Soundbeam® so that it responds to head movements, to make music.

In their use of MIDI, Beth Abraham's music therapists were far ahead of their time – and they still are. Beth Abraham has a fully equipped Recording Studio, the first of its kind in any nursing or rehabilitation facility. On the door of the Recording Studio is a sign that says "Music Has Power Club." This is where disabled and elderly residents come for rehabilitation – for example to increase their range of movement or improve their coordination. It is also where they come to express their creativity, overcome anxiety or depression, and most of all make music together.



Improvisation and Songwriting are a growing part of the Music Has Power Club, and new therapies continue to be developed under the guidance of David Ramsey, DA. ACMT, Assistant Director of Music Therapy, and our dedicated staff.

The Music Has Power Club and Recording Studio have generated excitement among all who believe in the restorative power of music making – and that includes some of the most respected names in music. The Institute has received magnificent gifts of electronic equipment from artists, composers, and musicologists, especially Moby and Sandy Wilbur, and from corporations in the music industry.

*WHAT'S NEXT? Answering research questions – and important human needs*

### *Music memory and Alzheimer's disease*

**What would you think if you knew a person who couldn't remember her own name, but could recall the words to a favorite song? A person who did not recognize the members of her family, but could learn the words to a new song? You might call it amazing, a miracle even. But we see this every day in our work with people with memory deficits.**

In our specialized dementia unit we have residents who respond to familiar songs even when recognition of language and visual objects is no longer possible. This suggests that music memory may utilize a different memory system in the brain – and a pathway that may still be available within the “silent” brain of the Alzheimer patient.

*The exciting questions are “Does music memory use alternate pathways to memory recognition and retrieval?” and “Can the use of music therapy in early stages of dementia and Alzheimer's disease maintain the integrity of such systems so that the process of memory loss is slowed down?”*

### *Music, Rhythm and Motor Rehabilitation*

**What would you think if you saw a person unable to take a step on his own walk independently while listening to a rhythmic beat?**

We have seen residents who are unable to initiate or coordinate movements due to MS or Parkinson's disease suddenly begin to walk or even dance, seemingly without effort, in response to strong rhythmic music. This happens because these people have lost something called executive

function – that is they cannot plan movements on their own. However they may still have the ability to move, and this ability is unlocked by music.

*The exciting question is, “Can we develop auditory rhythmic-based cues which will consistently ‘turn on’ motor initiation so that people who are unable to move on their own can recover greater motor function and control?”*

### *Music and Speech Rehabilitation*

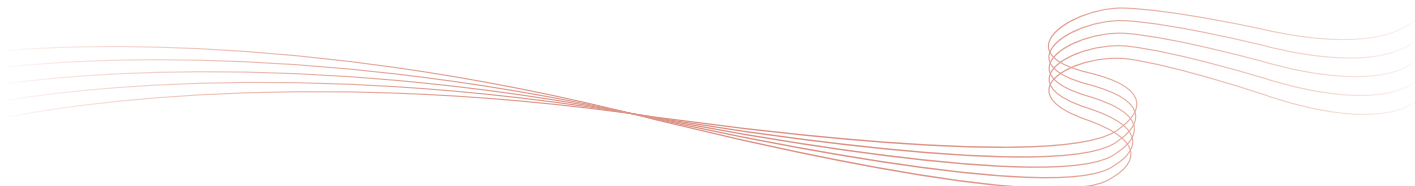
**What would you think if you met a person who had lost her ability to speak after having a stroke, but who could sing with perfect clarity?**

Some people who have not been able to talk for five years or more are slowly learning to sing, to communicate, and finally to talk to others in our music therapy program. It has long been known that people who have had a stroke resulting in non-fluent aphasia can often sing lyrics to songs, even when they cannot speak. This has usually been attributed to the different functions of the left and right sides of the brain – left for speech and right for singing. However neuroscience has shown that there are shared elements of speech and music

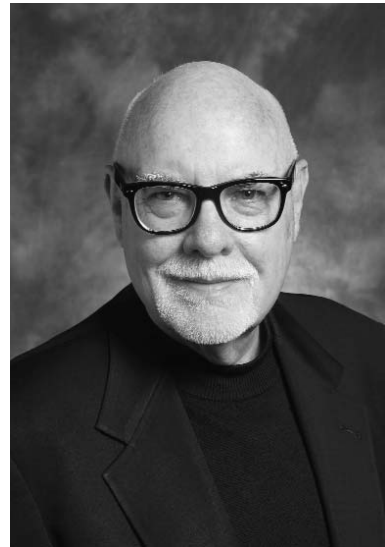
processing that occur on both the left and right sides of the brain. And this may open up new possibilities for therapy.

*The exciting question is “Can the therapeutic use of singing for people with aphasia and other speech impairments succeed in activating areas on the left side of the brain involved in both musical syntax and some aspects of speech so that independent and fluent speech could be restored?”*

**At the Institute for Music and Neurologic Function we are asking these questions every day. With continued support, we will be able to discover new answers, and new ways to use music therapy to awaken, rehabilitate and heal.**



# HONOREE



**KARL T. BRUHN**  
2004 Music Has Power™  
Award

Throughout his long career in the music products industry, Karl T. Bruhn has distinguished himself as a leader and visionary. Active in both the retail and wholesale sides of the industry, he was Senior Vice President, Marketing, Yamaha Corporation of America, a position from which he retired in 1989. Later that year he was invited to become the first Director of Market Development for NAMM, the International Music Products Association. He has also served as both the Executive Director and President of the American Music Conference, President of the National Piano Foundation, President of Piano Manufacturers Association International and Presidential Advisor to the American Music Therapy Association.

During his tenure with NAMM he worked with the music community educators, manufacturers, technicians and performers, to present the work of the National Coalition for Music Education to the attention of decision-makers on the national, state and local levels. He also initiated and coordinated the Music Making and Wellness Project and is recognized world-wide as

the “Father of Music-making and Wellness”. He remains a respected and outspoken advocate for incorporating music making into healthcare.

During the past several years, he has collaborated on research and music wellness protocols in collaboration with Barry Bittman, M.D., a leading researcher in the field of mind-body medicine. Together they are working on research projects focused on developing and scientifically testing the bio-psycho-social aspects of Recreational Music-Making that advances the concepts of wellness and music opening doors for hands on music making experiences for more people. A new protocol developed by Bruhn and Bittman, the “Clavinova Connection” is an innovative program designed to foster wellness through active music-making in individuals who do not consider themselves musical. This new program is being launched in the U.S. by the Yamaha Corporation of America.

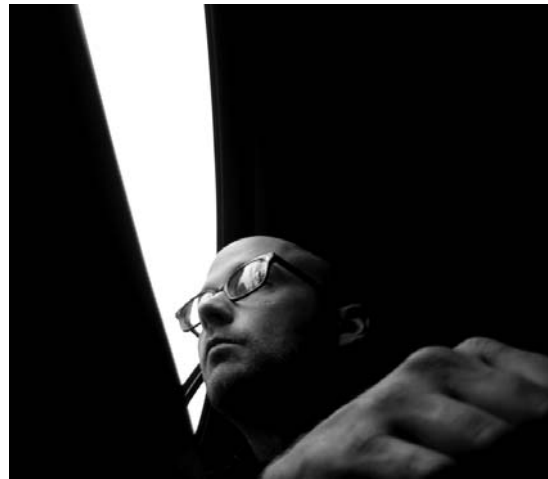
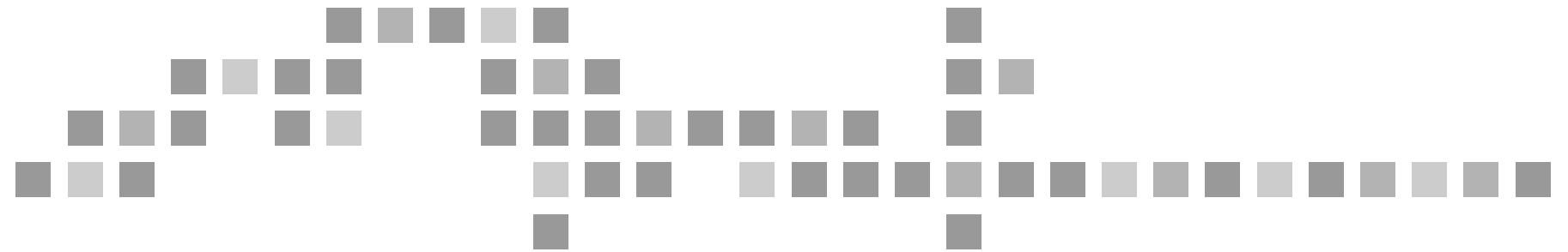
A recently published study demonstrated statistically significant reductions in burnout and mood

disturbances as well as phenomenal cost savings in stressed long-term healthcare workers utilizing a Recreational Music-making paradigm.

An accomplished musician, in his earlier years he played professionally and led his own orchestra. For his outstanding accomplishments and advocacy efforts for music education, he was awarded the Honorary Degree, Doctor of Music, by the Berklee College of Music in Boston. He currently serves on the REMO, Inc. Board of Directors and as a trustee for the International Foundation for Music Research (IFMR).

For his leadership in bringing global awareness to the importance of music making and wellness, and for his efforts to support research in music and healing, we recognize Karl T. Bruhn with our 2004 Music Has Power™ Award.

# HONOREE



**MOBY**  
2004 Music Has Power™  
Award

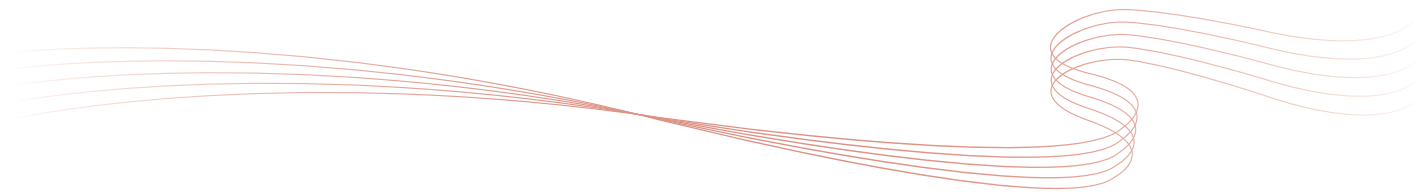
in these days of fly-by-night musicians moby is somewhat of an anomaly. his first solo release, 'go' (voted one of rolling stones top 200 records of all time), was released in 1991. in the ensuing 14 years he has had what is arguably the strangest career in contemporary music... he has made dance records. and rock records. and ambient records. and heavy metal records. he has written classical music for movies and had platinum albums in almost every country in the western world. he has dj'ed in clubs for 100 people and headlined glastonbury for 125,000 people. he has played punk rock in tiny bars in germany and he has performed at the closing ceremonies of the olympics for an audience of 2 billion people. he has had albums that have sold less than 100,000 worldwide (1996's 'animal rights'), and albums that have sold in the millions (1999's 'play' and 2002's '18'). he has

remixed and produced everyone from david bowie to metallica to the beastie boys to aerosmith to new order, etc. he has played guitar on-stage with john kerry. he has gone on tour with david bowie. he has sung duets with elton john, bono, michael stipe, and many others. and yet he still makes all of his records at home in his bedroom. yes, moby has without a doubt had one of the strangest careers in contemporary music.

for his advocacy and support of the Institute for Music and Neurologic Function, and for his dedication to the Music Has Power™ club recording studio program, we recognize moby with our 2004 Music Has Power™ Award.



Moby takes a look at the new Music Has Power studio housed at Beth Abraham. The studio allows patients to record, mix and arrange songs, even helping one such patient create a music CD of his work. Moby donated equipment and has also worked with other musicians to bring equipment into the program.



# HONOREE



PHOTO CREDIT: KEN BROWN

**CONCETTA M. TOMAINO**  
D.A., MT-BC  
Director, Institute for Music and Neurologic Function

Dr. Concetta Tomaino is the Director of the Institute for Music and Neurologic Function and Vice President for Music Therapy at Beth Abraham Family of Health Services, where she has worked for the past 24 years. During these years, with support from Beth Abraham's leadership and financial assistance from state, federal and private grants, she helped lay the groundwork for the creation of the Institute for Music and Neurologic Function and built a world class Music Therapy program at Beth Abraham Family of Health Services. She graduated from SUNY at Stony Brook with a BA in Music Performance (her instrument is the trumpet), a minor in psychology and sciences, and a commitment to the emerging field of music therapy. She received the Masters and Doctor of Arts in Music Therapy from New York University

Dr. Tomaino is internationally known for her research in the clinical applications of music and neurologic rehabilitation. She has lectured on music therapy throughout the United States and in Australia, South Africa, Italy, England, and Canada. She is past president of the American Association for Music Therapy and

received the Award of Accomplishment from Music Therapists for Peace at the United Nations. In 1999 she received a Touchstone Award from "Women in Music" for her visionary spirit. Her work has been featured in national programs including *48 Hours* and *60 Minutes*; in international programs including the *BBC*; and in books on health and healing, including *An Anthropologist on Mars*, by Oliver Sacks, M.D.; *A Matter of Dignity*, by Andrew Potok; *The Mozart Effect*, by Don Campbell; *Age Protectors* (Rodale Press) and *Sounds of Healing*, by Mitchell Gaynor, M.D. This December she will be honored with the 2004 Zella Bronfman Butler Award which is given by the UJA-Federation of New York in partnership with the J.E. and Z.B. Butler Foundation to professionals in the UJA-Federation agency network for their outstanding work on behalf of individuals with physical, developmental, or learning disabilities.

Dr. Tomaino regularly participates as a Super Panelist for the *GRAMMY in the Schools* program. She is adjunct clinical supervisor for several music therapy programs in the New York area. She is on the faculty of the

Brookdale Center on Aging and the New York State Geriatric Education Consortium, and on the visiting faculty of Berklee College of Music and Shenandoah University. She has served on the Certification Board of Music Therapists, the Journal of Music Therapy, and on the advisory boards for the Center for Alternative Research at the Kessler Institute, and the International Journal of the Arts.

Dr. Tomaino is married to Walter Barrett, a brass player who performs on and teaches trombone, baritone horn, and tuba. Together they perform in local symphonies and wind ensembles. They live in Garrison, New York, with their daughters, Rebecca and Bernadette.

For her outstanding contributions to the field of music therapy and for her vision, leadership, research, and service to the Institute for Music and Neurologic Function, we recognize Dr. Concetta M. Tomaino with our 2004 Music Has Power™ Award.

# THE AWARDS

## *About the Music Has Power™ Awards*

The Music Has Power™ Awards is the signature event presented by the Institute for Music and Neurologic Function. The celebration symbolizes the visionary spirit of the Institute and its pioneering mission to combine science and music to promote healing and wellness.

The funds raised through this evening's event will support the Institute, a 501(C)(3) not-for-profit organization. Specifically, the funds raised through the Music Has Power™ Awards support patient care, along with clinical and scientific research.

The Music Has Power™ Award has been exclusively designed for the Institute for Music and Neurologic Function. Recipients of the award reflect our mission to bring together the worlds of neuroscience and music; they include distinguished physicians and scientists, artists and performers and members of the music industry.

Tonight we celebrate the power of music, as expressed in the unique contributions of our Honorees: Karl T. Bruhn, Moby and Concetta Tomaino D.A., MT-BC. It is with deep pleasure that we recognize their dedication, extraordinary career achievements and exemplary personal qualities with the Institute's Music Has Power™ Awards.

## *Past Music Has Power™ Honorees*

2000 Oliver Sacks, M.D. – Distinguished neurologist, lecturer prolific author and autobiographical subject of the Oscar®-nominated movie *Awakenings*

Michael Greene – Past President and CEO of The Recording Academy®

2002 Robert Zatorre, Ph.D. – Principal Investigator, Auditory Cognitive Neuroscience Laboratory, McGill University, Montreal, Quebec, Canada

Matthew H.M. Lee, M.D. – Howard A. Rusk Professor of Rehabilitation Medicine, NYU School of Medicine, New York

Joel Thome – GRAMMY® Award winning composer and conductor

2003 Mickey Hart – GRAMMY® Award winning percussionist, Drummer for the Grateful Dead, Author, Ethnomusicologist and Founder of Rhythm For Life Foundation

Lorin Hollander – Renowned Concert Pianist and Conductor, Noted Lecturer on Transpersonal Consciousness and Creativity, Mentor and Guide for the Gifted

Remo Belli – Founder and CEO, REMO, Inc., Developer of Innovative Percussion Products including first synthetic drum head, Advocate for Drumming and Wellness