



Connecting Business and Community

August 2015 www.MtVernon-LeeChamber.org

The Center for American Military Music Opportunities (C*A*M*M*O), is an innovative 501(c)3 nonprofit organization committed to the concept of American Service members and Veterans joining together to share their love of music, performance and audio technology, as well as benefiting from the healing power of music and sound.

The initial focus of C*A*M*M*O was to create a supportive platform for skill-building in individual musicianship and performance, along with the additional goal of connecting Service members to leading industry talent development specialists.

This strategy began to generate unique career opportunities in the music industry and created new gateways for military personnel and Veterans to produce state-of-the-art performances, concerts, and workshops to audiences of all ages.

The success of these initial programs has created an exciting and energized environment for C*A*M*M*O's outreach as an organization. As C*A*M*M*O grows, the belief in the healing and therapeutic aspect of this work has been proven time and again.

Due to the latest advancements in brain imaging and neuroscientific research, remarkable discoveries about the impact of music on brain functioning and the importance of music therapy have emerged.

As a result, trained music therapists have improved their treatment strategies and developed new techniques and models of care. C*A*M*M*O staff now includes a board-certified music therapist to implement, direct, and create therapeutic programming based on the latest and best evidence-based research.

There are two main goals integrated into the C*A*M*M*O mission:

1. Create music based therapeutic programming and outlet for Service Members, Veterans and Family Members.
2. To train and educate Service Members, Veterans in music industry career opportunities including artist development.

Beyond the development of the artistic abilities, the musical entertainment industry offers a multitude of employment opportunities for service members as they complete their service to this nation.

From recording to producing, promoting and performance, developing a career in music offers many opportunities, but carries the need for training and experience. Such career development opportunities are purposely developed through C*A*M*M*O centers and performances.

Perhaps most profoundly, the musicianship of the military service personnel represents a unique opportunity to share and connect. Military conflict has been a reality of the human experience throughout recorded history. At the same time, musicianship and music has been a central language of humanity since the beginning of time.

Music gives voice and finds common ground. It unites. For peer-to-peer support of military service personnel, veterans of armed conflict, and civilian communities alike, it is music that possessed the therapeutic power to find acceptance and understanding.

At a time of an all-volunteer military in wartime, when a relatively small percentage of the American population personally experiences the sacrifices of war, C*A*M*M*O's ability to leverage this connective power of music in our com-

munities is raised to a higher level of importance. It facilitates a shared experience that goes beyond 'honoring our heroes' and 'yellow ribbons'. Music allows us to see ourselves in each other, bridging the humanity and the rhythm we share.

The C*A*M*M*O National Program of the Center for American Military Music Opportunities is run out of the Washington, DC area. It consists of Recording, Rehearsal Space Production Workstations and Music Therapy offices.

Whether seeking a professional career in music and the arts or just looking to express themselves through music, the C*A*M*M*O National Center will provide a safe, familiar environment for our Veterans to work, collaborate and heal. It will also serve as a location for rehearsals and development of material and artists for presentations, which will fulfill requests for live performances from various performance venues including known artist agents, media events and theater and music events.

For more information about CAMMO please contact executive director Cathie Lehears, at

**Mount Vernon-Lee
Chamber of Commerce
6821 Richmond Highway
Alexandria, VA 22306
703-360-6925
www.MtVernon-LeeChamber.org**