



FOR IMMEDIATE RELEASE

A Cabbello Launches 'Project Connect': Music Revitalizing and Connecting Senior Community Spirit, Promoting Positive Health Outcomes

[Palm Springs, April 1, 2024] – A Cabbello, the Desert's Premier Men's Vocal Ensemble, renowned for their captivating performances, proudly announces the launch of Project Connect, an innovative initiative aimed at healing our crisis of disconnection among senior citizens. Through the transformative power of music, Project Connect aims to unite communities, uplift spirits, and foster a sense of belonging for our cherished seniors one note at a time.

Feelings of disconnection and loneliness have emerged as a pressing societal issue, with more than half (58%) of U.S. adults reporting feelings of loneliness in 2021, according to Cigna. Surgeon General Vivek Murthy's 2023 advisory underscores the urgent need to address the loneliness epidemic, likening it to major public health crises. Loneliness can lead to feelings of isolation, insignificance, anxiety, and depression, ultimately affecting overall health and well-being. Studies have shown that loneliness can be as deadly as smoking 15 cigarettes per day and is associated with a 30% increased risk of heart attack, stroke, or death (Journal of the American Heart Association).

Murthy challenged all of us to a creative, collaborative and immediate call-for-action. He proposed enhancing social infrastructure, supporting relationship-building policies, mobilizing health workers, promoting healthier online interactions, prioritizing loneliness research, and fostering a culture that prioritizes human connection.

A Cabbello is committed to taking impactful action by partnering with the Mizell Center, Desert Hot Springs Senior Center, Cathedral City Sr. Center, and Joslyn Center in Palm Desert to create fun, free concert-social events for seniors, followed by "Connection Chats".

The inaugural event, featuring a captivating show called *Brasilanova* will take place at the Mizell Center in Palm Springs on Saturday, May 11th, at 1:30 pm. PLUS MORE!

As planning began, A Cabbello learned through Ector Simpson, Volunteer Coordinator at Mizell, about the significant number of homebound seniors in our community who are unable to attend live events, as evidenced by Mizell Center delivering 750 meals-on-wheels a day. *Project Connect* is committed to ensuring those unable to attend a live-event feel the love, belonging and togetherness of our community as well. **A Cabbello will be live-streaming their free performances into individual homes, senior centers and assisted living facilities as well.** Ensuring inclusivity for all.

"We believe that music has the incredible ability to transcend barriers and connect people in ways that words often cannot," said Linda Moran, Artistic Director at A Cabbello. "With Project Connect, we are committed to making investments in addressing social connection and fostering a sense of community spirit, engagement and well-being among our valued seniors."

Join A Cabbello in spreading joy and connection to seniors in our community! There are many ways to get involved and make a meaningful difference in the lives of many: event partnership, PR sponsorship, ambassador opportunities, grants from local cities, financial support through donations and volunteering opportunities.

For more information about A Cabbello's Project Connect and how to get involved, please visit <https://acabbello.org/outreach> or contact Linda Moran below.

For media inquiries, please contact:

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About A Cabbello:

A Cabbello is a distinguished singing group known for their captivating performances spanning various genres. With a commitment to delivering exceptional entertainment, A Cabbello continues to enchant audiences with their unique blend of harmony and flair.