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RIM SETS UP EMERGENCY FUND TO HELP MUSIC INDUSTRY PRACTITIONERS IN NEED

Kuala Lumpur, 22 July 2021 – The Recording Industry Association of Malaysia (RIM) has taken an initiative to assist music industry practitioners in need with the formation of its Emergency Charity Fund. Under this initiative, selected recipients of much needed financial aid would comprise of those who are involved in or have contributed to the recording industry, and whose income have been severely reduced or totally lost due to the Covid-19 pandemic.

“We have read and heard the plight of many music industry practitioners who are struggling to make ends meet as a result of the pandemic which have put song recording projects on hold and which have significantly limited other income-generating opportunities for the practitioners in the music industry. Live performances have also grounded to a halt with the present restrictions in place making it difficult for the music industry ecosystem to generate sustainable revenues for music industry players.” said Rosmin Hashim, Chairman of RIM.

He added that “since the election of RIM’s New Council Members for the 2021-2023 term, we have been actively putting together a strategic plan for the development of the local music industry for our members’ benefit and the Emergency Charity Fund is one of the key initiatives that required immediate execution due to the hardship caused by the pandemic to many music industry players. Our planned donations to the affected parties would adhere to set parameters and conditions that would enable us to make selections and decisions of funding recipients as best we can. We hope that our contributions will provide some measure of relief to the affected music industry practitioners.

“We are, in fact, planning a larger scale fund raising activity in collaboration with the Malaysian Publishers Association (MPA) involving a songwriting competition and song bidding process that will help raise funds to provide more assistance to music industry players in need. RIM will continue to explore other collaborations with music industry related groups to raise funding for our future charity initiatives.”

RIM’s Charity Initiative kick started with a RM1,000 donation to Kid (guitarist of popular band Search) for his wife’s cancer treatment fund. A RM1,000 donation will also be made to renowned composer, Ross Ariffin whose plight was recently highlighted in the media. RIM is also collaborating with Musicians for Musicians (MfM) to donate RM10,000 to 20 recording musicians who have been unable to earn a living with the extended closure of entertainment outlets. RIM will continue to identify other music industry players in need and will extend a helping hand to get them back on their feet.

For more information, visit www.rim.org.my or follow us at facebook.com/RecordingIndustryMalaysia, @recordingindustrymalaysia on Instagram and @rim_malaysia on Twitter.