



# iSing2Win

*"Enriching lives and building community  
through the power of singing"*

## **Therapeutic Singing workshops help Disadvantaged Adults**

iSing2Win a new concept that uses the power of group singing as a form of therapy is about to be launched at the Riverside Conference Centre Luton. Members of the public will be welcome to attend and join in the launch which will take place at 11 am on Friday 30<sup>th</sup> March. iSing2Win will be holding workshops which will not only aim to improve people's singing skills, but will also be used to help disadvantaged adults regain their self esteem and enhance their social skills and personal development as part of their rehabilitation into their local communities

With funding from the National Lottery 'Awards for All', iSing2Win is a not-for-profit organisation that will be holding singing workshops for a range of people including the homeless, mentally and physically disabled, victims of crime and domestic abuse, drug and alcohol abuse, unemployed, ex-offenders and ethnic minority groups.



After a brief formal introduction, there will be demonstration workshops at which attendees will be invited to join in and experience the joys and benefits of group singing. As well as members of the public, the event will be attended by local dignitaries and key personnel from many of the support organisations in the region including local authorities, NHS Trusts, police and local and national charities.

iSing2Win was founded by professional singing teacher Dionne Shand who currently works with Herts Music Service. With many years experience as a singer and singing coach and having worked with the homeless and disadvantaged groups as well as young people, Dionne became aware just how effective singing can be in helping to improve social skills, physical and mental health, build self esteem and develop life long learning skills. She

researched group singing and discovered that while it was used effectively to help young and elderly people, the therapeutic use of singing in adults had been totally overlooked.



Dionne commented, “Over the years I’ve seen so many of my pupils not only improve their singing skills, but just shine and brim over with confidence after experiencing group singing. As these workshops will help improve performance as well as interpersonal and life skills, we want to make them available to all groups in the community, including schools so we can help young people be better prepared for their future life. If we can use singing as a therapy to help those in the community who are facing hardship, whether they’re unemployed, homeless, coping with disability or in recovery,

it will not only make them feel good in themselves, but build their self esteem so they can play a more positive role in their community.”

She added, “There is a formal presentation at 11 o clock, a free taster workshop at 2.30pm and there will be a concert at 7 in the evening. The whole event is open to members of the public and they will be welcome to join in the workshops so they can experience the joys of group singing, and you never know, we may even discover the next X-Factor finalist”.

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**Date** 6<sup>th</sup> March 2012

### **Editor’s Notes**

You or one of your staff will be welcome to attend on the day

There will be photo opportunities with local dignitaries (MPs and local councillors) as well as the demonstration workshops

### **More about iSing2Win**

iSing2Win is a not-for-profit organisation part funded by The National Lottery and is intended

- To provide workshops that are easily accessible to disadvantaged groups
- To promote and use singing as a constructive outlet for personal, mental and social development
- To overcome psychological barriers to singing and performance
- To stage public events that promote creative singing and vocal performance.
- To mentor and train Vocal Coaches who can deliver the iSing2Win Masterclasses and community workshops.
- To hold fund raising concerts, the proceeds of which will help subsidise future workshops

## **Contacts**

### **For iSing2Win**

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