



cassandra kubinski

"Cassandra Kubinski is very similar to the singer/songwriters of the late 70s; she proves that the genre can still be transcendent."

-Billy Joel

billboard

2x **Billboard** Heatseekers charting artist for **Onward + Holiday Magic**

#1MillionHearts Is A Movement

Cassandra Kubinski uses her music to connect people and create a community in an unparalleled way. In her world, the Butterfly Effect is real. She and her songs are butterflies, and she reminds people that you and your gifts and creations are also butterflies. And that sharing them has a ripple effect on you, your circle, and the planet. Cassandra knows that you are a part of her story and that she is a part of yours. You are already connected.

The #1MillionHearts movement was born from the intention to make the world a better place, one note at a time, one word at a time, one song at a time. Because when we are willing to use our power to touch even one heart, we can help, impact, and heal #1MillionHearts through this ripple effect.

The intentions and outcomes of this initiative extend far beyond Cassandra and her music. The idea for this initiative is a part of her genius not only as an artist but as a connector and philanthropist.

By going beyond the scope of an artist and embracing the role of connector and philanthropist, Cassandra has proven the healing power of her music already through songs like "Not So Different," an Autism Anthem that helped raise over \$30,000 for groups like the Institute for Autism Research, Autism Speaks, & Music for Autism. And her song "You Get Me" helped raise over \$25,000 for pet rescue and shelter organizations like The Humane Society of NY, Helping Lost Pets, and Howl of a Dog. At the root of all of Cassandra's success, there is always a song.

Here are the first #1MillionHearts initiatives that Cassandra Kubinski and her team are putting in place catalyzing this movement.

OUR #1MILLIONSTREAMS INITIATIVE:

From now until Cassandra Kubinski's #1MillionHearts EP is released, for every 1000 streams that she receives, we will donate \$10 to two charities up to reaching #1MillionStreams, up to \$10,000. Listening to the singles and EP tracks will not only be music to your ears. It will do good. Join the #1MillionStreams initiative just by listening.

OUR #1MILLIONWAVES INITIATIVE:

As part of our #1MillionHearts Initiative, Cassandra Kubinski will be doing some incredible co-creating and collabs. From special guest performers on the #1MillionHearts EP to collaborating with and dedicating her music and performances to help other people's charities. The #1MillionHearts EP version of her song "Waves" will be a duet.

OUR #1MILLIONWAYSTOSHINE INITIATIVE:

"There's That Sunshine" is coming, so we want to spread the love and share social media posts of your art with our community and beyond. Show us how you shine your light in this world. Got a poem? We want to read it. Got a dance to do? Show us! You got a song to sing. Sing it. You got a painting that you want us to peep? We want to peep it. Do you spread your light while making culinary creations? We want to eat them! As part of the release of "There's That Sunshine," we want to shine a light on you! One lucky winner will have their creations shared on an influencers Instagram who has over 500K followers. That's 500K people you'll have a chance to show your art with!

CELEBRATING THE RELEASE OF THE #1MILLIONHEARTS EP:

We want to give back to the fans, so Cassandra will perform an EP release concert in NYC that will also be live-streamed so that fans everywhere can participate. This event will feature some special guests, and we will light up the night and give thanks for all of the good that we've created together.