



press release
for immediate release

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INDIEHEAVEN AND MISSION OF MERCY PARTNER TO SPONSOR "WILL PLAY FOR CHANGE TOUR"

Strategic Collaboration Will Also Offer Child Sponsorship Opportunities To Independent Artists

Nashville, TN (May 17, 2005) – IndieHeaven, the leading Christian independent artist organization, and Christian child care relief organization, **Mission of Mercy**, announce a partnership to sponsor "Will Play for Change", an 18-city tour featuring independent artists, both on the national level and artists local to each individual city. The two organizations also announce a program where independent artists can build affiliate partnerships and promote child sponsorship opportunities at their performances.

"The main purpose of the 'Will Play For Change' Tour is to raise awareness for Mission of Mercy and make child sponsorships available to attendees," states IndieHeaven founder, Keith Mohr. "Second fold is the goal to bring IndieHeaven artists together to share their talents and help them learn how to impact their communities on the local level."

Each tour date is sponsored and promoted by an artist from the IndieHeaven roster who lives in that area and other artists from the online community are invited to perform at the event being held in their general area.

The anchor artist for the "Will Play For Change" Tour is Iowa-based group, Bread of Stone. In addition to their music ministry in the United States, these brothers also have a heart for countries hit hard by the Tsunami Disaster and have ministry teams in place in their homeland of Jawa, Indonesia.

When asked about their involvement in the tour, the group had this to say: "We are exited about the tour, because we believe it is of God. God has given us the opportunity to use our talents not only for proclaiming His name, but also to help people from other religions. It is a mission of love and it has no boundary."

Mission of Mercy also has relief teams on the ground in areas impacted by the Tsunami disaster and has an excellent child sponsorship program in place that meets the needs of children in developing nations.

"We are thrilled to be partnering with IndieHeaven to sponsor this tour," says Kevin Donaldson, president of Mission of Mercy. "Our goal is to not only help promote great talent at the independent level, but to come along side them and raise the awareness of an extreme need in the world today. With just a small amount of effort on their part, these artists can help meet the physical and spiritual needs of children around the world just by encouraging their fanbase to sponsor a child."

ABOUT INDIEHEAVEN

The leading independent artist organization of its kind, Indieheaven is dedicated to bringing together independent Christian artists from around the globe, providing them a platform where they can be seen, heard, and supported. Indieheaven offers solutions that enable, equip, affirm, and empower independent artists to fulfill God's call on their lives. For more additional information about IndieHeaven or to become an IH artist, go to www.indieheaven.com.

ABOUT MISSION OF MERCY

Mission of Mercy is a Christian relief and development agency helping to meet the physical and spiritual needs of hurting children in poverty-stricken areas of the world. Through emergency and support roles, children receive food, education, medical aid and hope in Jesus Christ. Mission of Mercy is currently working in 21 countries on four continents, many of which are considered low income and developing. Mission of Mercy's headquarters are located in Colorado Springs, Colorado. For More information about Mission of Mercy, please visit the company's website at www.missionofmercy.org.

"Will Play For Change" 2005 Tour Dates*

June 4 - Memphis, TN Featuring: Bread of Stone, Ken Weatherford, Abishai, Soulfood, Clemency, Crossway Worship Band and Dani McCulloch

June 5 - North Little Rock, AR Featuring: Bread of Stone, Atarah and Clemency

June 6 - Bethany, OK Featuring: Bread of Stone, Close to Home and Clemency

June 7 - Oklahoma City, OK Featuring: Bread of Stone, Close to Home and Clemency

June 8 - Horn Lake, MS Featuring: Bread of Stone, Clemency and Soulfood

June 9 - Gadsden, AL Featuring: Bread of Stone, Clemency and Echosflow

June 10 - Birmingham, AL Featuring: Bread of Stone, Echosflow and Clemency

June 11 - Indianapolis, IN Featuring: Bread of Stone, Shawna Marie, Higher Ground, Ken Bottenfield, Booker's Bridge and Luke Austin Daugherty

June 13 - Akron, OH Featuring: Bread of Stone, Paul Guerra and ThreeInOne

June 14 - Masillon, OH Featuring: Bread of Stone and Paul Guerra

June 15 - Youngstown, OH Featuring: Bread of Stone and Paul Guerra

June 17 - Brooklyn Park, MD Featuring: Bread of Stone and Clearview

June 18 - Sykesville, MD Featuring: Bread of Stone, Steel Strings and a Hammer, Ryan VanOrdsdel, Blushing Well, Overtaken and Sum of One

June 19 - Washington, DC Featuring: Bread of Stone, Unused and Sole Somatic

June 21 - Richmond, VA Featuring: Bread of Stone and Farewell

June 22 - Saltville, VA Featuring: Bread of Stone and One of Ten

June 23 - Morristown, TN Featuring: Bread of Stone and Hands of Thomas

June 24 - Nashville, TN Featuring: Bread of Stone, Hands of Thomas and Jamin Dunn

*All tour dates/artists are subject to change.

For up-to-date information about the tour and additional info about the artists performing, please visit the tour website at: www.willplayforchange.com.

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