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**FOR IMMEDIATE RELEASE**

Announcing “Music Creation 2023,” a Three-Day Conference in Los Angeles for Music Makers and Those Who Support Them

**Northridge, CA,** *March 20, 2023* — Westchester Media, Inc., a leading music education publishing and conference event firm, announced today that, in collaboration with The Mike Curb College of Arts, Media, and Communication at California State University, Northridge (CSUN), it will host the “Music Creation 2023” conference (MC/23) at CSUN’s Younes and Soraya Nazarian Center for the Performing Arts (The Soraya) on June 23-25. The conference will be presented by CD Baby and sponsored by a host of music industry companies and organizations. For more information, go to [mc23.digital](https://mc23.digital/).

The mission of the three-day conference is to provide career guidance and networking opportunities “for music makers and those who support them” across all genres and forms of music, with focuses on the music business and creative arts.

“With the worst of the pandemic hopefully behind us, it appears that music-making is rocketing back to studios and stages, and audiences are clearly ready,” said CD Baby’s Kevin Breuner. “But music and the music industry never stand still, and so we will use the three days of MC/23 to explore the newest elements and opportunities for independent artists.” Breuner himself will be on stage at MC/23 as master of ceremonies.

The event is an amalgam of some of the best indie music events from years past – bringing together independent artists with industry pros. MC/23 offers an amazing array of relevant topics for today’s music creator and performer via hands-on workshops, inspiring keynotes, and panel discussions on the opportunities for musicians today and tomorrow. With sessions on **writing better songs, improving your performance game, becoming a top-notch marketer, building your artist brand,** and **monetizing your music, MC/23** offers music career advice in an unparalleled environment for creators. Musicians attend to:

* learn the latest tips and techniques from industry experts in digital distribution, online marketing, social media, live performance, songwriting, and more.
* meet and network with over 1,000 fellow independent artists and songwriters, as well as music industry, managers, label execs, recording pros, technologists, and marketers and promoters.
* participate in hands-on sessions and workshops to put your newfound knowledge to work immediately.
* get one-on-one advice from industry experts during exclusive mentoring sessions.
* acquire deep insights and inspiration from successful artists and executives during intimate master classes.

“Our company has been working behind the scenes to help produce musicians’ conferences since 2006,” said Westchester Media’s Irwin Kornfeld. “We’re now gathering sponsoring companies and organizations, and the artist and music college communities, for creators who are writing, recording, performing and distributing music now, and who represent the future of the music business.”

Information about exhibiting and sponsorship, advance registration, a discounted rate for ASCAP members, and a special rate for students can be found at [mc23.digital](https://mc23.digital/).

Photo file 1: MC23\_ad.jpg

Photo caption 1: The “Music Creation 2023” conference will take place at CSUN’s Younes and Soraya Nazarian Center for the Performing Arts (The Soraya) on June 23-25

Photo file 2: MC23\_webgraphic\_600x600.jpg

Photo caption 2: The “Music Creation 2023” conference (square graphic)

Photo file 3: MC23\_728x90\_Black.jpg

Photo caption 3: The “Music Creation 2023” conference (banner graphic)