



Sennheiser Matches Donations as Mobmusic T-Shirt Day Debuts to Celebrate Indigenous Talent

Sydney, Australia – 16 October 2024 – Sennheiser Australia and New Zealand is proud to announce a powerful new initiative in partnership with Mobmusic T-Shirt Day and Support Act's Ausmusic T-Shirt Day (AMTD). As part of Sennheiser's commitment to the Australian music industry, the company will activate its Corporate Matching Donation Day, matching all public donations up to \$13,000 in support of First Nations music workers.

Honouring Indigenous Artists on Mobmusic T-Shirt Day

This year marks the debut of Mobmusic T-Shirt Day, an initiative led by Nooky (Triple J Blak Out presenter, rapper and a proud Yuin and Thunghutti man) to celebrate the incredible contributions of First Nations artists to the Australian music landscape. This community-driven campaign is an extension of Ausmusic T-Shirt Day, designed to resonate more deeply with Indigenous participants and highlight the cultural significance of First Nations voices.

Nooky, serving as MMTD Ambassador, will unveil a custom-designed premium T-shirt featuring First Nations legends such as Archie Roach, The Kid Laroi, Thelma Plum, Zaachariah Fielding, Troy Cassar-Daley, and more. Proceeds from the sale of the shirt will directly contribute to Support Act's First Nations programs, including crisis relief and mental health services tailored to Indigenous music workers.

"For me, Mobmusic T-Shirt Day is about making sure our voices are heard and celebrated. It's about representing our mob in a way that feels true to who we are, while making an impact for those who need it most. This shirt is packed with Blak excellence, and I'm stoked to see how it brings people together to support our community," said Nooky.



Nooky with the premium Mobmusic Day T-shirt

Sennheiser's Corporate Matching Day: Doubling the Impact

From 18 October 2024, for a limited time, Sennheiser ANZ will match all public donations made to Mobmusic T-Shirt Day, up to \$13,000. This initiative will double the impact of every contribution, providing essential funds to First Nations programs focused on mental health and crisis relief. "Partnering with Mobmusic T-Shirt Day through our matched giving campaign is a fantastic way for us to directly support First Nations artists, whose creativity and voices are integral to Australia's identity," said Chris Smith, Sales Director of Pro Audio at Sennheiser Australia.

This matching donation effort is part of Sennheiser's ongoing commitment to Support Act, an organisation instrumental in sustaining Australia's music industry through initiatives like Ausmusic T-Shirt Day. "Since partnering with Support Act in 2020, we've been on a rewarding journey to give back and uplift local artists. This year, we're honoured to support Indigenous talent, whose contributions continue to inspire and strengthen Australia's music industry," Chris continued.

A Legacy of Supporting Australian Music



Sennheiser ANZ has a rich history of backing Support Act and Ausmusic T-Shirt Day, providing vital support to music professionals across the country. "Support Act's dedication has deeply influenced our team, inspiring us to find new ways to contribute and stand behind our local music community," Chris added.

In addition to its industry-leading products, Sennheiser invests in collaborations, workshops, and public campaigns aimed at empowering artists and musicians. Through initiatives like Corporate Matching Donation Day, Sennheiser continues to nurture the future of Australian music by fostering creativity and talent across the industry.

Join Us on Mobmusic T-Shirt Day

On Mobmusic T-Shirt Day, your donations will go twice as far, thanks to Sennheiser's Corporate Matching initiative. By contributing, you'll be directly supporting the Indigenous and broader Australian music communities through the critical work of Support Act.

For more information and to donate, visit [here](#).

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About the Sennheiser brand

We live and breathe audio. We are driven by the passion to create audio solutions that make a difference. Building the future of audio and bringing remarkable sound experiences to our customers – this is what the Sennheiser brand has represented for more than 75 years. While professional audio solutions such as microphones, meeting solutions, streaming technologies and monitoring systems are part of the business of Sennheiser electronic GmbH & Co. KG, the business with consumer devices such as headphones, soundbars and speech-enhanced hearables is operated by Sonova Holding AG under the license of Sennheiser.

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About Support Act

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