



Amsterdam, 3 February 2019

## **Nolala appeals to artists and music lovers to add a category for 'Best Story' to the Grammys**

### **Dutch lyrics platform encourages people to discover the stories in music with the help of artists**

On Sunday, February 10<sup>th</sup>, the Grammy Awards ceremony, known for presenting the most prestigious music prizes in the world, will take place for the 61<sup>st</sup> time. The Recording Academy praises music professionals for achievements in 84 categories.

From *Record of The Year* to *Best Recording Packaging*, and *Best Comedy Album* to *Best Long Form Music Video*, all aspects of music production and performance are highly commended. That is except for one essential part of music: the lyrics.

Marjolijn Winten, founder of Dutch lyrics platform, Nolala, aspires to change this by appealing to the music industry and its audiences to support her mission. On Sunday February 3<sup>rd</sup>, she starts a campaign with the ambitious goal of adding a Grammy category for 'Best Story' in 2020. Singer-songwriter Gavin James, amongst other artists, has already shown his support for the initiative.

For four months, Winten will appeal to as many artists and music lovers as possible to share their most powerful stories about lyrics on [Nolala.com](https://nolala.com).

### **Why do lyrics deserve more appreciation?**

Research\* shows that 2/3 of people cannot recall the message in a song. Even so, people who do pay attention to the meaning, state that the lyrics can make a huge difference:

- It makes the highs in your life even more powerful and carries you through the lows;
- The connection with an artist intensifies deeply when they move you with their lyrics;
- Your concert experience becomes more intense;

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- It can prevent awkward situations. You wouldn't want to play a song about cheating on your wedding ceremony, right? This happens quite often!

### **And the Grammy for Best Story goes to...**

*"Lyrics aren't just an essential part of music as an artform, but also in the experience of the listener. With this campaign, I want to raise more attention and appreciation for it",* says Marjolijn Winten.

She proposes a new Grammy category for 'Best Story', in which the message as well as the form of a song are valued. Songs with societal themes like *This is America* by Childish Gambino or *Pray* by Sam Smith could be eligible. Additionally, songs about personal themes could be nominated, for example *Natural* from Imagine Dragons.

### **The road to the Grammys**

To convince the Recording Academy about the importance of the stories in music, Marjolijn will appeal to musicians, listeners and online audiences to support her. How?

- She will discuss the value of lyrics with artists and songwriters;
- She will gather the most beautiful stories of music lovers about lyrics that have a special meaning to them;
- At [Nolala.com](https://nolala.com) music lovers can nominate songs that deserve a Best Story award according to them.

The aim is to award the first Grammy for Best Story at the 62nd Ceremony in January 2020.



*Campaign trailer*



*Singer-songwriter Gavin James shows his support for the initiative and nominates his favorite.*

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### **Note for the press (not for publication):**

For more information about this press release you can reach out to the editorial staff at Nolala, Marjolijn Winten via +31 6 25 28 75 59 or [marjolijn@nolala.com](mailto:marjolijn@nolala.com).

### **About Nolala/Marjolijn Winten**

Marjolijn Winten is the Founder and Editor in Chief of Nolala - an online music platform on the stories in music.

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During her marketing career in the music industry, Marjolijn discovered that paying attention to lyrics can extensively heighten the listening experience. At the same time, research shows that only 1/3 of people listen to lyrics. She saw an opportunity: the listening experience of 2/3 of people could be improved!

With Nolala, Marjolijn encourages music lovers to discover the stories in music by publishing background articles on mainstream music and in-depth interviews with artists and music lovers.

It's her mission to make the world discover the value of lyrics and Nolala is just the beginning..

*\* Desmond, R.J. (1987). Adolescents and music lyrics: Implications of a cognitive perspective. Communication Quarterly, 3, 276-284.*