



## Decca Records US Announces Partnerships with World Federation for Mental Health and Endel For World Mental Health Day 2023

October 10, 2023 (New York, NY) – **Decca Records US** and the **World Federation for Mental Health (WFMH)** have announced their partnership for **World Mental Health Day (WMHD)**. Today, Decca US releases a WMHD-themed playlist of calming music, featuring WMHD artist ambassadors **Chad Lawson, Cody Fry, Kings Elliot, Balmorhea, Daigo Hanada, Lara Somogyi, Sophie Hutchings, Samuel Mariño**, and more. Additionally, Decca US artist and mental health podcast host **Chad Lawson** has partnered with sound wellness company Endel to release a groundbreaking meditation soundscape album featuring reimagined tracks from his acclaimed album *breathe*. Artists **Balmorhea** and **Daigo Hanada** also release Amazon Original tracks for WMHD.

Listen to the official WMHD 2023 playlist [HERE](#), **Chad Lawson's** Endel soundscape album [HERE](#), and **Balmorhea** and **Daigo Hanada's** Amazon Originals [HERE](#).

World Mental Health Day was created in 1992 by the World Federation for Mental Health, a global mental health organization with members and contacts in more than 150 countries. WMHD aims to raise awareness in the global community about critical mental health agendas with a unifying voice through collaboration with various partners. WMHD has collaborated with Decca US to enlist artists to champion the cause, using their broad platforms to raise awareness:

*It is heartwarming to observe the global support for the message of mental health advocacy,”* said Nasser Loza, President of the World Federation for Mental Health. *“We are celebrating 75 years of mental health advocacy with our 2023 World Mental Health Day theme ‘**Mental Health is a Universal Human Right.**’ Decca Records US has been at the forefront of our supporters, and we are glad to be working with world class musicians to amplify mental health awareness.”*

Chad Lawson's dedication to exploring the intersection of music and wellness makes him a meaningful and fitting ambassador for this year's WMHD. The new Endel Meditation Soundscape version of his 2022 album *breathe* aims to create a completely new soothing experience for meditation. *breathe (Endel Meditation Soundscape)* utilizes Endel's patented AI-powered technology to create a mood-boosting soundscape designed to support any kind of meditation practice.

The release follows the announcement earlier this year from Universal Music Group (UMG) and Endel setting out a first of its kind strategic relationship to enable artists and labels to create soundscapes for daily activities like sleep, relaxation, and focus by harnessing the power of AI.

*“Chad’s beautiful, gentle album was the perfect source material to transform into a meditation soundscape using our AI,”* said Oleg Stavitsky, Endel Co-founder and CEO. *“Endel’s mission is to empower artists to break into the functional music space using our technology, and ‘breathe’ is an amazing addition to our collection of artist-driven scientifically engineered soundscapes.”*

Also out today is a WMHD-themed episode of Lawson’s popular podcast, *Calm It Down*, which equips individuals with tools to manage emotional and mental challenges through mindfulness, meditation, and focused breathing techniques. To date, *Calm It Down* has received over 4 million downloads globally and is the ideal platform for advocating 2023’s WMHD theme. The special episode features an exclusive interview with the World Federation for Mental Health’s Secretary General, Gabriel Ivbijaro MBE JP – marking the first time a guest has joined Lawson’s podcast. Additionally, Lawson will be featured in an episode of The Travis Mills Show on Apple Music 1, airing today, where he will chat with Mills about music and mental health.

Says Lawson, *“World Mental Health Day feels to me like that moment in a concert just before I lift my hands off the keys, and the room is filled with a collective breath. It’s that split-second pause where everyone—musician and audience alike—is reminded that silence, too, is part of the music. That pause adds meaning to the music, just like today adds meaning to our focus on what really matters inside us.”*

Chad Lawson’s 2022 album *breathe* signaled a new phase in the distinguished career of the official Steinway artist, who consistently tops the Classical Billboard charts. Earlier this year Lawson released *breathe (guided breathwork edition)*, a series of guided tracks that focus on breathing techniques like sama vritti (box breathing). Listen to the album [HERE](#).

Lawson recently delivered a special Breathing session at the first Music + Health summit hosted by Universal Music Group chairman Sir Lucian Grainge and Thrive Global CEO Arianna Huffington in Los Angeles. The focus of the event was exploring the direct relationships between music and health, discussing recent research that has documented music’s therapeutic and medical benefits and introducing some of the new applications of technology that are helping to harness it.

#### **About Decca Records US:**

Decca Records US is home to superstar acts such as Andrea Bocelli, Max Richter, Lang Lang, Ólafur Arnalds, Ludovico Einaudi, Chad Lawson and more. It is also the proud partner of European sister labels Decca Records, Decca Classics, Deutsche Grammophon, ECM, and Mercury KX. Decca Records US also encompasses US-based label Decca Gold, which focuses on American classical artists and composers such as Christopher Tin and Plínio Fernandes. <http://www.deccarecordsus.com/>

**About World Federation for Mental Health:**

WFMH is an international membership organization founded in 1948 to advance, among all peoples and nations, the prevention of mental and emotional disorders, the proper treatment and care of those with such disorders, and the promotion of mental health. The mission of the World Federation for Mental Health is to promote the advancement of mental health awareness, prevention of mental disorders, advocacy, and best practice recovery focused interventions worldwide.

**About Endel:**

Endel is an AI sound wellness company headquartered in Berlin. It uses patented AI technology to create soundscapes for sleep, focus, and relaxation, across an ecosystem of award-winning apps, and on digital streaming platforms. Its scientifically-validated sounds, created with top artists including Grimes, James Black, and Miguel, have drawn an audience of 3 million monthly listeners/users across its platforms. A pioneering leader in AI and functional music, Endel has partnered with leading DSPs, Amazon Music and Apple Music, and with established labels including Universal Music Group, AWAL & Future Classic.

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**Press Contact:**

Carlos Vega  
Verve Label Group  
carlos.vega@umusic.com