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Demonstrating the vitality of the Singing Wells mission, the rapid attrition of thousands of musical traditions in East Africa has made the preservation and promotion of music heritage in the region especially crucial to promoting cultural identity. The team's technical expertise in sound and video production also enables them to create recordings with a higher degree of quality than most musicological and anthropological field recordings. Follow up research conducted by academics with the communities and musicians featured in the Singing Wells project can also provide further information about cultural contexts, song text translations, and performance-practice so that future generations will be able to access a more thorough record of their cultural heritage. Creating a wealth of open source materials for the public and in classrooms throughout the world, Singing Wells also provides many of their recordings online, free of charge. Classroom learning experiences through sight and sound through these materials will inspire teachers and students to travel to East Africa and invest in the region's cultural capital. This helps both the musicians and the local economies in which they live.

Singing Wells does more than preserve traditions for future generations. By involving a younger demographic of East African musicians, producers, and videographers like Winyo, Jesse Bukindu, Patrick Ondieck, and Steve Kivutia, the project generates bridges of local musical influence that directly funnel into East Africa's popular music industry. This innovative approach of strategically addressing the past, present, and future, situates Singing Wells as a uniquely imperative initiative that provides essential cultural resources for our global community.

Individuals of the highest level of knowledge and experience in East African music and culture drive the project's conception and execution. First, among these experts, is the director and founder of Ketebul Music, Tabu Osusa, whose knowledge and contributions to East Africa's music industry are immeasurable and span nearly four decades. Jimmy Allen and the members of Abubilla Music bring a wealth of resources from outside the East African region while also humbly positioning themselves to learn about the logistics of East Africa's geographic/social-scape from experts in local culture, like Osusa and the Ketebul team. Ultimately, Singing Wells utilizes the best of its participants to strive for a critical mission.

Sincerely,

Matthew M. Morin