



Media Release

InTune: Free live music series supports mental health and wellbeing in creative work

Toronto, ON, March 4, 2026 — InTune, a free four-part live series blending intimate musical performances with honest conversations about navigating mental health and sustainability in creative careers, launches this spring at Hugh's Room Live. Presented in partnership by Creative Arts Financial (CAF), Revelios, and Hugh's Room Live, the series brings creatives together to explore what it truly takes to sustain a life in music.

Designed as a welcoming, stigma-free space, InTune pairs live performances by working musicians with thoughtful, facilitated conversations about the realities of creative work. Topics often discussed quietly—or not at all—are brought into the open, including burnout, financial resilience, leadership, community, and wellbeing in a demanding industry.

“Artists are incredibly resilient, but the systems around them are often not. InTune is about giving creative workers practical tools, honest dialogue, and the financial context they need to build stability without sacrificing their artistic identity,” said Joanne Battaglia, senior vice-president, Marketing, Communications & Community Partnerships, FirstOntario Credit Union. Creative Arts Financial is a division of FirstOntario.

“Mental health in the arts isn't just an individual issue—it's a cultural one,” says Catherine Harrison, president, Revelios. “This series creates space for deeper conversations about leadership, care, and how we can collectively build healthier, more sustainable creative ecosystems.”

“Music has always been about connection,” said Jim Thomas, president, Hugh's Room Live. “InTune reflects our belief that supporting artists means supporting the whole person. These conversations are just as vital as the performances themselves.”

Each InTune session features live music followed by a guided conversation focused on a specific theme, the schedule is as follows:

- April 12 – *Navigating Burnout*
- June 7 – *Building Financial Resilience*
- October 4 – *Music as Medicine*

- November 15 – *Leadership & Culture Change*

To encourage ongoing engagement and learning, anyone who attends all four sessions will be entered into a draw to win a \$500 Guaranteed Investment Certificate (GIC) from Creative Arts Financial, along with tickets to a future live music show at Hugh's Room Live.

The series responds to growing awareness of challenges within the creative sector, offering practical tools, peer connection, and shared learning without pressure or expectation. Whether participants are professional musicians, emerging artists, or supporters of the arts, InTune invites the community to listen, reflect, and engage.

InTune is free to attend to the creative community. Capacity is limited.

For more information, tickets, or accessibility details, visit:

www.CreativeArtsFinancial.com/InTune.

About Creative Arts Financial, division of FirstOntario Credit Union

Creative Arts Savings Financial, a division of FirstOntario Credit Union, offers financial services to meet the needs of people in the Canadian creative industry. Creative Arts Financial thinks differently about creatives than banks do. We understand the industry and the people in it. We offer our members a full-service line-up, competitive products and rates. Learn more at creativeartsfinancial.com.

About FirstOntario Credit Union

FirstOntario is a full service cooperative financial institution, serving members for more than 85 years throughout the Golden Horseshoe, Niagara Region, and Southwestern regions of Ontario. With \$7.9 billion in assets under management, FirstOntario is one of Canada's largest credit unions. Everyone is welcome to be part of FirstOntario for financial services including daily transactions, mortgages, lines of credit, loans and investments. FirstOntario profits are invested into the communities we serve through support for entrepreneurs, competitive rates and charitable pursuits including our award-winning student nutrition program. Learn more about us today at FirstOntario.com.

About Revelios

Revelios is a music industry leadership consultancy that helps organizations drive high performance while building healthy, high-trust cultures.

We equip leaders to strengthen both people and performance through evidence-informed development programs.

About Hugh's Room Live

Among Toronto music venues, Hugh's Room Live has always stood alone – a wonderful quiet space where musicians could be heard. A place that gives voice to the broad 'roots' canon of North American and Global Music representing our rich multicultural fabric. Hugh's Room has hosted some of Canada's most iconic musicians, including Dan Hill, The McGarrigles, and Sylvia Tyson, as well as international giants like Al Stewart, Jesse Winchester, Odetta, Pete Seeger, Judy Collins, Jeff Daniels, Tom Rush,

Albert Lee, Maria Muldaur, David Lindley, Richie Havens, Fairport Convention and countless others.

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