

LSST's Head of Quality releases song to back NHS Charities Together campaign



There is an olden tradition of harnessing music to fight feelings of fear; post-Covid-19, this is evidenced by balcony singing through to virtual parties during the current lockdown.

Music has a supremacy to brighten our disposition, reframe our perspective, and replace overwhelming bad news with optimism. Fortunately, conveying a little cheer to the millions of people in their own home, Maldwyn Buckland, LSST's Head of Quality, has written and released '*Reach Out*' - a reassuring song to elevate people's spirits during the coronavirus crisis and raise money for [NHS Charities Together](#).

Reach Out is an original composition with its video featuring some of the key workers in Lancaster and Kendal hospitals. Maldwyn and vocalist Linda Campbell are aiming to help lift the spirits of NHS workers who are risking their lives by treating patients with the coronavirus.

Maldwyn, who has supported 1960s chart topping acts such as *Geno Washington & the Ram Jam Band* and *St Louis Union*, said: 'I wanted to empower people to come together in song, to be a part of something bigger and to support one another during isolation.' He went on to say: 'The tragic Ethiopian famine in 1984 sparked a huge outcry resulting in the Band Aid charity single '*Do they know it's Christmas*'. This had a huge impact on me, and I ended up writing the '*Reach Out*' song, 36 years ago, which has sat gathering dust until now! Having decided that the lyrics of the song were as relevant today, as they were in 1984, I decided to use the track to raise funds for NHS Charities Together.'

Listen here:

NHS Charities Together Chief Executive, Ellie Orton, said: 'Thank you Maldwyn for choosing to raise funds in aid of NHS Charities Together through this song. Donations to NHS Charities Together are helping NHS workers, volunteers and patients impacted by COVID-19 right now. We hugely appreciate your support during this extremely challenging time. Thank you.'

Irina Barariu, LSST's Student Union President, added: 'The song will mean a lot to students who would like to reach out in person to one another again but just do not know when. Within a few days, the song has already raised nearly £500 and is well on track to raise much more. This is a fantastic illustration of what can be accomplished by those in isolation.'

Speaking about the NHS efforts, Mr Syed Zaidi, LSST's CEO, said: 'LSST is joining the

country in sharing its support for everyone in the NHS and all key workers who are playing an excellent and essential role. We urge our LSST community to help raise as much money as they can for NHS charities.'

The NHS Charities Together Urgent Appeal acknowledges and supports NHS staff and volunteers caring for COVID-19 patients. It has been put together in liaison with NHS England and national bodies, member NHS charities and national giving platforms.

Click here to donate: <https://www.justgiving.com/fundraising/ReachOutNHS>

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Please email kunal.mehta@lsst.ac for any questions or comments about the article.