

Sheil named new Executive Director for Play It Forward



John A. Sheil

Play It Forward
1 East Main St.
Amelia, OH 45102
www.pifcincy.org

[playitforwardcincy@
gmail.com](mailto:playitforwardcincy@gmail.com)

Play it Forward's mission is to be a comprehensive resource for musicians, especially in times of extreme need, recognizing that music is a craft that gives so much to our society, yet demands years of study and discipline, and is a profession that involves a great deal of risk.

Gary Burbank, local comedian, radio celebrity and musician, founded the 501c3 nonprofit organization to support local musicians and to help foster a strong local music community in the Greater Cincinnati area. In 2011, the organization made the decision to broaden its mission to assist the musical community on a larger scale.

In an effort to meet its goals, Play it Forward named John Sheil as the new executive director January 1st. Gary Burbank said, "I've spent four years trying to find the right person to move Play It Forward *forward!* John shares my view that this organization has a lot of potential to help the musicians and artists in the Tri-State. He understands that by nurturing the creative class, we are creating a more vibrant community."

As a local musician, audio engineer, and record producer, Sheil has been an active part of the Tri-State musical community for many years, but decided that the best way to serve the arts community in the rapidly changing digital age was to also pursue a law degree. He is currently finishing his final semester at Chase College of Law at Northern Kentucky University, and spent the past two years serving as Bailiff in the Clermont County Common Pleas Court. "I've always been passionate about making music, and becoming an entertainment attorney is really my way of maximizing my skills and talents for the benefit of the artistic community," Sheil said. "My mission has always been to bring great art to the world, and Play It Forward embodies that mission by supporting the artists themselves."

Since taking on the role of Executive Director, Sheil has presented a plan to make Play It Forward the central hub of the Tri-State musical community. In addition to producing premier events to support the organization's mission, he is currently working to build a program of health care coverage and substance abuse prevention specifically tailored for independent musicians and artists to help retain and support the area's top talent. Sheil has cited the example of a health care cooperative that Austin, Texas uses to attract and sustain a thriving music scene as an example of what he is trying to create. He feels that with the amount of world class performers in the area, the Tri-State area is poised to become the live music capital of midwest.

In the coming months Play It Forward will be presenting two events at the Redroom in Mt. Lookout: The second annual "Tie Dye Ball" featuring Jerry's Little Band and the Spookfloaters will be held February 25th, and "One Last Call, a salute to Cincinnati radio" featuring Eddie Fingers and Mike McConnell will be held March 26th. For more information about Play It Forward or to contact John Sheil directly, please visit: www.pifcincy.org or email: playitforwardcincy@gmail.com.