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Perrysburg teen giving soul to music

All proceeds of her Jan. 27 Bands4Change concert featuring singer Kesha going to charity



Bands4Change organizer Maya Dayal at her Perrysburg home. Visit www.sent-trib.com to watch a video.

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By VICTORIA DUGGER, Sentinel-Tribune Editor | Posted 22 hours ago

PERRYSBURG — OK, readers, think back to what your first high school job was. Dishwasher? Waitress? Fast food worker? Retail clerk? For most people, these are likely answers. What most of you likely didn't say is concert promoter and social activist.



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The 18-year-old Maumee Valley Country Day School senior runs Bands4Change, which hosts concerts to raise awareness for local and global social issues and also raises money for charities that address those issues.

Dayal's first coup is scoring top pop singer Kesha to appear at the Stroh Center at Bowling Green State University on Jan. 27. All of the profits from the show will be donated to the charities Human Society International, the National Eating Disorder Association and the Rape, Abuse & Incest National Network. Kesha's hits include "Your Love Is My Drug," "Tik Tok" and "We R Who We R."

"Our mission is to not only inspire people to come back Bands4Change, but it's also a way to get people to know about different charities and different issues that go on globally and locally," Dayal said.

It wasn't easy to notch her first big act, Dayal said, noting that she and her family have been trying since she was 16 to make the business happen.

"Me and my mom tried to do it by ourselves by looking at artists' pages where they have contact info like their email addresses or phone number. That really didn't get us anywhere," Dayal said with a laugh. "We thought it would, but it didn't. What we did after that was we got in touch with a producer who also got us in touch with a booking agent, so the four of us came up with ideas for artists to contact. The first was Twenty One Pilots, and we also tried getting in contact with G-Eazy, but a lot of people said no to us because they didn't know who we were or they thought they wouldn't get money, or thought we were a scam."

"When Kesha told us she'd be interested in doing this, we immediately jumped on the opportunity. We've been working nonstop."

Though she hasn't spoken with the artist herself yet, she will get the chance to interview Kesha while at the Stroh Center either before or after the concert, and the interview will be available on the Bands4Change website.

"One of the reasons I'm really proud about having her as our artist is she's an activist herself. She does a lot of work with the humane society, LBGT, women's rights, animal rights. She's also really passionate about this concert too because it's something that she's worked with and worked for for a long time. She's made videos about the shark finning industry and rescuing stray dogs, so I think that's something that she cares about."

Kesha's background as a socially-conscious artist and her broad appeal makes her an ideal fit for the first Bands4Change concert, Dayal said. The singer selected the charities herself.

"We want all the money to go to charity, but we prefer the artist choose the charity that way they have a strong connection with it. If they're passionate about animal rights, or women's rights or LGBT rights, we want them to choose something that they support and care deeply about."

Dayal said she expects ticket sales will increase once students get back to school after the winter break. The Stroh Center as the venue makes sense for the concert, Dayal said, because of the inherent ties with Bowling Green State University and its student body.

"We looked at SeaGate (Convention Centre), Stranahan (Theater), Huntington (Center), and the Stroh Center was one of the last ones we found out about. We weighed our options — we looked at how much it would cost, how many seats there were, what the location was," Dayal said. "We eventually chose the Stroh because it has a connection with BGSU so it can send out messages to



A fan of music herself — G-Eazy, The 1975, The Struts and alternative and indie music are among her favorites — Dayal said that attending a Lollapalooza concert in Chicago gave her the inspiration to link social activism to large-scale concerts.

“Me and my mom and my sister, all three of us went to Lollapalooza and I kind of had an epiphany. Music is a way to bring big groups of people together. So I thought, why not put this to good use?”

Though she’s not sure yet which college she’ll be attending, Dayal plans to keep Bands4Change going no matter where she ends up.

“I like a lot of colleges. My sister goes to Cornell and I really like that school, I like Northwestern ... It’s kind of just like you have to wait and see. I’ve been working on college apps for the last three days, like all day. I have six more to do, maybe seven more.”

Dayal said she’d like to study in the field of human rights/politics/international relations.

Tickets for the Bands4Change presents Kesha concert are on sale now and can be purchased for \$45, \$55, and \$65 at www.ticketmaster.com or at the BGSU Box Office at 1-800-745-3000. Doors will open at 7 p.m.

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