

Local Artist's Music Video Honors Charlottesville's Spirit of Unity through Diversity

In the aftermath of recent unrest and violence here, Charlottesville has found so many ways to respond positively and heal—from posters and stickers to community gatherings to non-profit programs—and in the arts.

Local digital media artist Jeff Burger was inspired to create a **new music video, *In the Streets of Charlottesville***, to honor that spirit. "I've been so moved and humbled by the people here who—faced with hate, divisiveness and violence—have found a **thousand ways to take a stand for unity and love**," says Burger.



Burger acknowledges that events like these aren't as easy to leave in the past as we might like. "I wanted to **honor the deeper story behind what really happened here** and the feelings and issues that people are still processing. It's helping locals to heal, and people outside the area to appreciate the full gravity of an event that still echoes today."

In his cathartic one-man production, Burger delivers a seamless integration of insightful spoken word, cross-genre music, and engaging visual montages to **capture the emotional journey** that has led so many people to a place echoed in the song's finale: "**Now we choose our destiny... unity through diversity**".

While a seasoned songwriter/producer, Burger didn't deliberately set out to write this song. "People tend to get numb to the atrocities in the world news every day, but **it's different when they happen in the streets of your own town**. This song just came to me fully formed shortly after the event and demanded to be told as a multimedia story for full impact."

"My hope is that, through this music video, **the people of Charlottesville can take pride** in their response to such disturbing events and help fully claim an even stronger community spirit", Burger says.



Full web page for music video, lyrics, media kit, etc. > beliefsproject.com/c-ville/

From the Beliefs Project

In the Streets of Charlottesville is the first release from Beliefs Project, co-founded by Burger and his wife, bestselling author Misa Hopkins. Through interviews with both secular and spiritual thought leaders, the project explores transforming beliefs that divide and destroy into those that heal and unify. **FREE GIFT: Monday Morning Motivators**



Jeff Burger is the co-founder of Beliefs Project. He is an accomplished multimedia artist/producer, and has consulted to Fortune 500 companies including Apple, Disney, Forbes, Marvel and Random House. His printed works on technology in the arts span 6 books and 500+ magazine articles.

MEDIA CONTACT

Jeff Burger
303-809-0078 mobile
[Email](mailto:jeff@beliefsproject.com)

