

MY STORY:

EarthTones Founder Frank Fitzpatrick was born in the womb of popular music - the city coined as Motown. From the day he cut his first Jackson 5 single from the back of a cereal box, Frank knew music would always be at the center of his life.

By the time he entered junior high, busing had created white flight, Motown Records had moved to LA, and the decline of the auto empire had already started to decimate Detroit. School closures, boarded-up retail, violent crimes and hard drugs had become commonplace.

Music grew from being a simple source of joy and inspiration to a kind of sonic lifeline: a place to seek refuge - and to dream. Young Michael singing "ABC" gave way to more serious themes like Marvin Gaye's "What's Goin' On", John Lennon's "Let It Be" and Pink Floyd's "Breathe."

The more his world changed the clearer Frank's dream became: to share the magic of music with young people everywhere, who might also be struggling to find balance in an increasingly unbalanced world. When it came time to choose a vocation, making records that inspired others seemed the only meaningful course. Frank committed his life to learning about music, its effect on the human psyche, and the ways it can be used to positively affect people's lives.

After graduating from the University of Michigan, where he supported himself as a concert promoter, musician and radio DJ, Frank went on to a 25 year career in Hollywood. There he made another paramount discovery: the power of music and film together is undeniable. Frank worked with and learned from the world's top artists (from Miles Davis to Ziggy Marley) and filmmakers (Francis Ford Coppola to the Weinstein Brothers).

Despite his successes, Frank still felt something blocking him from fulfilling that original dream - something inherently flawed in the design of popular entertainment that was shaping the hearts and minds of generations to come. With the tremendous power of music and film available in Hollywood, Frank demanded to see more done to genuinely improve the quality of people's lives.

Frank founded EarthTones and committed his talent and resources to create new paradigms and opportunities that use music and film for the positive transformation of the human spirit.