

Women 40+ Are Just Getting Louder: Wavemakers Women & Music Calls for New Music for Its Musical Apothecary Playlists

OPEN CALL: Wavemakers Women & Music seeks original songs by women 40+ for its new "Musical Apothecary"—seven Spotify playlists celebrating "music as medicine."

AUSTIN, TX, UNITED STATES,
September 3, 2026 /EINPresswire.com/
-- Wavemakers Women & Music, the global community and cultural platform dedicated to supporting women 40+ in music, other creative industries and entrepreneurship, has announced an open call for original music for its new Musical Apothecary—a collection of seven Spotify playlists built around one of Wavemakers' core beliefs: music is medicine.



Wavemakers Women and Music - Women over 40 just got louder!

Women musicians over 40 are invited to submit their original songs and music videos for consideration through the [online submission form](#).

Submissions are free for Wavemakers members, and membership is free to join. [Learn more about membership](#).

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*Lurleen Ladd, Founder of
Wavemakers Women & Music*

The Musical Apothecary marks the first major curatorial project from the Wavemakers community: seven themed Spotify playlists designed to spotlight the diverse voices, stories and sounds of women 40+—while delivering the right musical medicine for whatever life throws your way.

Each playlist offers a different kind of soundtrack, mood and remedy.

The playlists will also serve as a discovery pipeline for Wavemakers' new YouTube channel, a first-of-its-kind platform featuring music videos exclusively by women 40+. The official public launch of both the YouTube channel and Musical Apothecary will take place at the upcoming

Austin Woman's Thrive event on November 8, 2026, in Austin, Texas. Details will be announced soon.

Seven Playlists. Seven Kinds of Medicine.

- Heartbreak Survival Kit — Songs for when you're deep in it and slowly, messily finding your way back to whole.
- Grief Is Its Own Country — Songs for when loss lives below language and only music can go where you are.
- Through the Fire — Songs for when you're in the thick of transformation and need the sound of courage as you find your own.
- The Great Reclamation — Songs for returning to your wild, sovereign self.
- The Exhale — Songs for when you're overstimulated, overproducing, over-giving—and ready to exhale, release and reset.
- Full Body Yes — Songs for reclaiming your strength, your aliveness and the body that is wholly and unapologetically yours.
- Make Your Money Moves — Songs for when you know your worth—and are ready to act like it.

The Musical Apothecary is more than a playlist project. It is part of Wavemakers' larger mission to challenge the cultural invisibility of women 40+ and create new opportunities for their work to be discovered, shared and celebrated.

"We believe women 40+ have some of the most powerful stories, voices and music in the world—and they deserve to be heard," says Lurleen Ladd, founder of Wavemakers Women & Music. "The Musical Apothecary is about putting that music in front of people in a way that feels meaningful, discoverable and, yes, medicinal."

For more information about Wavemakers Women & Music, its initiatives and upcoming events, or to join the wave, visit WavemakersWomen.com.

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