

# Betty O – Make It Matter | Fact Sheet



**Artist:** Betty O

**Song:** *Make It Matter*

**Duration:** 2:43 | **ISRC:** ATBC62026001

**Genre:** Orchestral Pop (sing-along)

**Language:** English

**Choir:** Children & Youth Choir

**Message / Theme:** “Come and make it matter” – community, engagement, meaningful action

**Instrumentation:** Piano, guitar, bass, drums, strings

**Mood / Style:** Emotional, uplifting, motivating, singable

## Release & Live Premiere:

- **Date:** March 21, 2026
- **Event:** *Make It Matter Festival*
- **Venue:** Altes Kino Leibnitz/ Austria/ South Styria
- **Time:** From 10:00 AM

## Song Summary:

*Make It Matter* is a song about unity, courage, and the power within all of us to make a difference. Produced by Philipp Kopmajer and Christian Steinkogler (guitarist for Ina Regen), the track features orchestral arrangements, Betty O on piano, and her distinctive voice. A children and youth choir represents the next generation, emphasizing the song’s emotional and inspirational message.



## Artist Bio:

Betty O is a singer, songwriter, and musical cabaret artist from South Styria. Her career began on international musical stages, including *Tanz der Vampire* (dir. Roman Polanski) and *Mamma Mia!* (cast by Björn Ulvaeus). For 20 years she has performed as a solo artist, blending humorous musical cabaret with poetic songs that move between dialect, German, and international pop. Her music tells stories of life—sometimes satirical, sometimes touching—always with her unmistakable voice.

Photo by C. Jungwirth

## Contact / Press Inquiries:

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