



**U.S. Army partners with Music for All
to encourage consideration of Army service**

Pilot program engages musicians and educators to explore career and scholarship opportunities

Alexandria, Va. (Sept. 18, 2014) – As part of a new pilot program, the U.S. Army has partnered with Music for All (MFA)/Bands of America to educate young musicians, band directors, educators, parents and others about the unique opportunities to serve in the Army.

Through the partnership, the Army will support nine championship events across the country this marching band season, reaching approximately 75,000 competitors from 27 states and more than 170,000 event attendees. Each event will feature an interactive Army Strong Zone display where student band members and other attendees can test their mental agility, critical thinking skills, and knowledge of science, technology, engineering and mathematics (STEM). Based on their performance, students are matched to potential Army careers where they can learn more about the Army and scholarship opportunities.

“The Army is proud to partner with this outstanding organization that shares our commitment to motivate, educate, train and develop today’s youth to be our future leaders, decision-makers and active citizens,” said Mark Davis, deputy assistant secretary of the Army for marketing. “As a former bandsman myself, I know the dedication, teamwork and technical expertise required for a successful band. These talented young musicians possess a similar set of strengths to Army Soldiers and embody the Army’s core values. They demonstrate a loyalty to each other and are willing to work hard memorizing music and drills, while balancing academics. We look forward to working together through this sponsorship.”

U.S. Army Soldiers and Army Band members will be on site to perform, interact with participants and present several awards at the following MFA/Bands of America events, culminating with the Bands of America Grand National Championship event in November.

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- Sept. 20: Bands of America Regional Championships (Louisville, Ky.)
- Oct. 4: Bands of America Regional Championships (Denton, Texas)
- Oct. 11: Bands of America Regional Championships (Jacksonville, Ala.)
- Nov. 12-15: Bands of America Grand National Championships Expo (Indianapolis, Ind.)

“It is an honor to partner with the U.S. Army and is a positive way to expand our commitment to help educate, enlighten, and inspire the next generation of America’s leaders through music and the arts,” said Eric L. Martin, president and chief executive officer of Music for All. “The Army recognizes the positive skills students gain from participating in music education, which translate into successful futures, whether they choose to pursue careers in music or not.”

For more information on the Army, visit www.goarmy.com, or follow the Army on Twitter @goarmy, Facebook (www.facebook.com/goarmy) and goarmy Google+.

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About AMRG:

The Army Marketing and Research Group (AMRG) is the U.S. Army's national marketing, marketing research and analysis and accessions analysis organization. The AMRG develops innovative and effective ways to: connect with the American public and make the Army more accessible and understood; increase awareness of both the benefits and value of Army service; and motivate the most qualified candidates to choose the Army as their service of first choice.

About Bands of America and Music for All (MFA):

Music for All (MFA) is one of the nation’s largest and most influential organizations in support of active music making. Since 1975, MFA, through its Bands of America and Orchestra America programs, has been a destination and set the standard for scholastic music ensemble performance and music education advocacy. As a 501(c)(3) nonprofit educational organization, MFA’s mission is to create, provide and expand positively life-changing experiences through music for all. MFA’s vision is to be a catalyst to ensure that every child in America has access

and opportunity for active music-making in their scholastic environment. MFA's programs include 20+ annual events, including the Bands of America Grand National Championships and Regional Championships for marching band, the Music for All Summer Symposium camp for students and teachers, the Music for All National Festival for concert bands, orchestra, jazz and percussion ensembles and national honor bands and orchestras.