



FOR IMMEDIATE RELEASE

**Krispy Kreme Doughnuts Teams Up with Music for All
As New Corporate Sponsor**

Indianapolis, IN (July 21, 2016) – Krispy Kreme Doughnut Corporation, one of the world’s most beloved brands, has partnered with Music for All, a 501(c)(3) non-profit educational organization, to enhance lives by sharing the joy of Krispy Kreme’s products and fundraising programs with the communities at the heart of what they do.

For more than 60 years, Krispy Kreme Fundraising has assisted organizations across America raise millions of dollars. Krispy Kreme has more than 1,000 stores globally. Krispy Kreme’s corporate offices are in Winston-Salem, North Carolina, home to one of Music for All’s Bands of America Regional Championships for marching bands at Wake Forest University on October 15, 2016.

Krispy Kreme’s engagement supports all Music for All events, programs and music education advocacy initiatives, including its Bands of America Regional and Super Regional Marching Championships, Bands of America Grand National Championships, Music for All National Festival, and the Music for All Summer Symposium.

In addition to the stores and grocery items for which Krispy Kreme is famous, Krispy Kreme FUNdraising offers profitable, fast, simple and affordable ways for groups to fundraise. “It is important to Krispy Kreme to give back to our communities,” says Michelle Cole, Director for Fundraising at Krispy Kreme. “We want to help student groups in our communities be successful, and Krispy Kreme FUNdraising provides a simple and fast way for them to raise funds. We love working with school groups, and our partnership with Music for All is a powerful way we can help create success stories for school music programs.”

Music for All’s mission is to create, provide and expand positively life-changing experiences through music for all. Its vision is to be a catalyst to ensure that every child has opportunity and access for active music-making in his or her scholastic environment. Music for All pursues these goals through its 30+ educational programs and performance events across America, and its music and arts education advocacy efforts.

More than 450,000 student musicians, family members, teachers, and supporters attend Music for All programs and events each year. “School music and arts programs typically attract and engage more curricular and co-curricular students than any other academic or scholastic experience,” says Eric L. Martin, President and CEO of Music for All. “Fundraising is a critical component of the success model of

MORE

MUSIC FOR ALL
PAGE 2

nearly all school band and orchestra programs, supporting the educational and student performance experiences and community engagement. Music for All is thrilled to welcome Krispy Kreme Doughnuts to our family of sponsors and excited to help share its FUNraising commitment and program with our participants.”

For more information on Krispy Kreme and Krispy Kreme FUNraising, please visit <http://www.krispykreme.com>.

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