



# News Release

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## **MUSIC FOR ALL LAUNCHES “I BELIEVE” CAMPAIGN**

“I Believe in music education. I Believe in music in our schools. I Believe in Music for All.”

**FOR IMMEDIATE RELEASE** – Music for All (MFA) launches the “I Believe” Annual Fund and Advocacy Awareness Campaign as a primary means for furthering the organization’s mission and vision as well as supporting its educational programs and advocacy efforts.

Music for All believes music education is a core component of a student’s education and must be available to all students. MFA believes in supporting our participants through innovation and growth while setting the standards needed for high-quality music education experiences across the country. Music for All encourages the public to be advocates for music education in their communities by spreading the word about the importance of music education for youth in our nation.

MFA’s mission is to create, provide and expand positively life-changing experiences through music for all. The organization’s vision is to be a catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment. As a 501(c)(3) non-profit educational organization, MFA uses its national profile programming to model, showcase, recognize and provide individual, teacher and organizational examples of music performance excellence and achievement.

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; and the Music for All National Festival for concert bands, orchestras, jazz and percussion ensembles. Music for All’s programmatic model is designed to mirror and supplement the classroom and performance model adopted in most American scholastic settings.

“Your goal, ‘to create, provide and expand positively life-changing experiences through music for all,’ was in full force with our kids, parents, and staff [at the Music for All National Festival].” Brian Logan, Director of Bands at Wheeling High School in Wheeling, Illinois, says. “Your event is unique, positive, musical, rewarding and special. You have made a mark on our kids and program that will last forever... Thank you for providing a forum for young musicians, and us directors, to aspire. I too believe in Music for All!”

Music for All will work relentlessly to ensure that every student across America has access to hands-on music making by providing resources for advocacy and offering culminating music education experiences to youth across the country. Support for the “I Believe” annual fund campaign is the primary means for providing program support and future educational opportunities for Music for All participants.

“Music for All’s programs and advocacy efforts showcase the positive impact music has in the lives of our nation’s youth and prepares them for a positive and successful future in a global society,” Misty Wick, Director of Development says. “Support for the ‘I Believe’ annual fund campaign helps Music for All deliver on our mission and vision, giving all students an opportunity to participate in active, hands-on music making.

We invite everyone who believes in the power of music education to visit [www.musicforall.org/who-we-are/advocacy/i-believe](http://www.musicforall.org/who-we-are/advocacy/i-believe) for more information about our awareness and outreach efforts and to tell us why you believe in music education, in music in our schools and Music for All.

### **About Music for All**

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 student and teacher education. MFA provides ensemble experiences, as well as hands-on opportunities for individual student performance training, and student and teacher growth and development. MFA’s programs for individuals are focused on the development of self-worth, accountability and the leadership potential of each individual, using music education and performance as the vehicle to help participants grow, recognize and act on their human potential.

Music for All’s efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor, Yamaha Corporation of America; Official Uniform Sponsor, Fred J. Miller, Inc.; Official Equipment Sponsor, Wenger Corporation; Official Student Travel

Partner, Music Travel Consultants; Corporate Sponsor, Remo, Inc.; Strategic Advocacy Partner, NAMM; and Associate Sponsors, Vic Firth, Inc., DANSR, Delivra and SmartMusic®. Music for All is also supported by the Arts Council of Indianapolis and the City of Indianapolis, by the Indianapolis Cultural Development Commission, LDI 100<sup>th</sup> Anniversary Celebration Cultural Partnerships Gift Program and by the National Endowment for the Arts, a federal agency.

To learn more or become an advocate in your community, visit:

<http://www.musicforall.org/who-we-are/advocacy/i-believe>.

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