



Keep Music Alive

KeepMusicAlive.org
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NEWS RELEASE

2nd Annual "Kids Music Day" Celebrated Friday - October 6th, 2017

Philadelphia/PA - The 2nd Annual "Kids Music Day" will be celebrated on Friday - October 6th, 2017. This year, **Keep Music Alive** is partnering with hundreds of music schools across the nation and beyond to help spotlight the importance of including music in children's education. Events being held by participating music schools include open houses, student music performances, community/family jams, instrument petting zoos, instrument donation drives and more.

Kids Music Day is one of two music related holidays founded by the organization Keep Music Alive. In March 2017, the organization partnered with over 600 music schools in all 50 states and Canada to offer free lessons to new students as part of the 3rd Annual **Teach Music America Week**. Vincent James, co-founder of **Keep Music Alive** and **Kids Music Day** cites "We recognize that many public schools across the country are cutting or reducing their music and arts programs. Research has shown how critical music and arts education are to developing our children's minds and character. Our mission is to highlight musical programs, wherever possible, to help raise awareness of how valuable music really is to our children and our collective future". Some of the largest music school chains in the nation will be participating in Kids Music Day with many of their locations, including **Music & Arts, Kindermusik, Music Together, Long & McQuade, Bach to Rock** and the legendary **School of Rock**.

Keep Music Alive is an organization dedicated to promoting the value of music: for children's education, for the many types of therapy music is now being used for and for our overall happiness as a society. They are authors of the book series "88+ Ways Music Can Change Your Life", featuring inspirational music stories from musicians, music teachers and music fans from around the world, including a number of celebrities. 50% of all proceeds from "88+ Ways Music" are donated to organizations that provide musical instruments and instruction to schools and communities in need. Current beneficiaries include **Guitars in the Classroom, Spirit of Harmony** and the **Mr. Holland's Opus Foundation**. For more information please visit www.KeepMusicAlive.org and www.KidsMusicDay.org.

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