

Keep Music Alive to Celebrate 11th Annual Kids Music Day – Friday October 2nd, 2026

PHILADELPHIA, PA – Over 1,200 locations in all 50 US states, Canada and 15 other countries will participate in the **10th Annual Kids Music Day** this year with special events and promotions that benefit and celebrate kids playing music. Kids Music Day events & promotions will be held between Friday, September 18th and Sunday, October 11th. Families in the U.S. and Canada can locate Kids Music Day activities in their community by entering their zip/postal code on the www.KidsMusicDay.org locator page. International locations can be found by scrolling down past the map and click on their country's flag.

Kids Music Day special events will include musical instrument petting zoos where children get to touch and try different instruments, student performances, free trial music lessons, kids open mics, ukulele/drum/guitar circles, instrument donation drives, Kids Music Day sales and more.

Kids Music Day is supported by a number of popular family-friendly brands including **CASIO, Kala Brand Music, Independence Blue Cross, Les Paul Foundation, Music Nomad Equipment Care, Panyard, Remo Percussion and Taylor Guitars**. Keep Music Alive is honored to welcome these valued partners, helping to support more kids to start their own musical journey.

13-year-old violinist Sabrina Patel returns as **Kids Music Day Spokesperson** this year as she continues her quest to perform the National Anthem at major events in all 50 states. Currently young Sabrina is 90% *complete* on her quest having performed in 45 States at major sporting and other events. Major league sports teams welcoming Sabrina so far include MLB's **Texas Rangers** (ALCS Playoffs), **Colorado Rockies, Cleveland Guardians, Detroit Tigers, Boston Red Sox**, NBA's **Dallas Mavericks, Detroit Pistons, Charlotte Hornets, Atlanta Hawks** and WNBA's **Connecticut Sun**

Over a dozen celebrity artists are also showing their support for Music Education by lending their name as **Kids Music Day Ambassadors** including: **Julie Andrews, Jack Black, Ann & Nancy Wilson of Heart, Pat Benatar & Neil Giraldo, Michael Feinstein, Kenny Loggins, Richie Sambora, Sarah McLachlan, Vanessa Williams, Victor Wooten, Todd Rundgren, Neil Nayar, Philip Lawrence, Bernie Williams, Damien Escobar and Mandy Harvey**.

Kids Music Day Ambassadors					
					
					
					
Kids Music Day	 Sabrina Patel Official Spokesperson	Friday October 2nd 2026			

“Drum On Anything” Challenge – Keep Music Alive is celebrating the non-profits 10th Anniversary in 2025 with a “Drum on Anything” Fundraising Challenge by encouraging musicians and music fans everywhere to share a short video clip of themselves “drumming on anything WITH anything”. Should someone be unsure about sharing a “Drum On Anything” video, they are encouraged to instead make a donation to Keep Music Alive. As was done for the ALS “Ice Bucket Challenge”, Keep Music Alive supporters are asked to challenge and tag 3 friends to participate in the “Drum On Anything” Challenge. Keep Music Alive also encourages other music education non-profits to utilize the “Drum on Anything” Challenge to raise funds for their programs.

Keep Music Alive is a national 501(c)(3) on a mission to help more kids and adults reap the educational, therapeutic and social benefits of playing music. Major programs include Teach Music Week (March), Kids Music Day (October), year-round Musical Instrument Petting Zoo events and an After-School Music Lessons program for disadvantaged youth. For more information please call (610) 874-6312 or visit www.KeepMusicAlive.org and www.KidsMusicDay.org.

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