



**Keep Music Alive**

KeepMusicAlive.org  
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NEWS RELEASE

## **FREE Music Lessons to Celebrate 10<sup>th</sup> Annual Teach Music Week – 1,200+ locations**

Philadelphia/PA – The milestone 10<sup>th</sup> Annual **Teach Music Week** will be celebrated Monday, March 18<sup>th</sup> through Sunday, March 24<sup>th</sup>. This annual week-long holiday invites musicians, music schools, music stores and other music organizations to offer a free lesson or class to new students (both kids & adults). This year, 1,200+ locations in sixteen countries will participate including the U.S., Canada, Australia, France, Italy, Japan, Mexico, New Zealand, Nigeria and United Kingdom.

Teach Music Week is celebrated annually during the 3<sup>rd</sup> week of March to coincide with national **Music in Our Schools Month**®. Anyone interested in learning to play an instrument is encouraged to seek out a participating location or musician friend to help get them started. Teach Music Week also invites public, private and charter schools to schedule activities that will encourage more students to sign up for music, band and chorus classes.

**Vincent James**, co-founder of Keep Music Alive states: *“We all know that the biggest hurdle to doing something is often just getting started. With Teach Music Week, we are hoping to inspire a new generation of musicians who will continue reaping the many benefits of playing music, long after the month of March is over.”*

**Keep Music Alive** is honored to welcome the following music brands and organizations as partners for the 10<sup>th</sup> Annual Teach Music Week: **Alfred Music, Casio, Conn-Selmer, D’Addario Foundation, Guitars in the Classroom, Hungry for Music, Kala Brand Music, Music Nomad, Panyard, REMO, Spirit of Harmony Foundation**. Together, they are helping to share the Teach Music Week message, inspiring more children and adults to begin their musical journey.

**Keep Music Alive** is also excited to partner once again with **Guitar Center**, the retail chain making it easier and more fun than ever to give music a try with a FREE group guitar lesson on Saturdays March 16<sup>th</sup> and March 23<sup>rd</sup>: **RSVP** - [www.GuitarCenter.com/Lessons-Open-House.gc](http://www.GuitarCenter.com/Lessons-Open-House.gc)

Locations from additional chains participating this year include **Music & Arts, Long & McQuade, Kindermusik, Gymboree Play & Music, Music Together** and the legendary **School of Rock**. Keep Music Alive is also grateful for grant support received from the **Les Paul Foundation** and **Music Nomad’s “One for Music” Program**. For more information or to find participating locations, please visit [www.TeachMusicWeek.org](http://www.TeachMusicWeek.org) or call or email (610) 874-6312, [info@KeepMusicAlive.org](mailto:info@KeepMusicAlive.org) .

**Keep Music Alive** is a national 501(c)(3) non-profit on a mission to help more kids (and adults) reap the educational, therapeutic and social benefits of playing music. They are founders of two international music holidays: **Teach Music Week** (3<sup>rd</sup> week in March) and **Kids Music Day** (1<sup>st</sup> Friday in October). Each year, Keep Music Alive partners with hundreds of music school and retail locations to offer free music lessons and host special events including student music performances, instrument petting zoos, community jams, instrument donation drives and more. For more information, please visit [www.KeepMusicAlive.org](http://www.KeepMusicAlive.org) .

**Music in Our Schools Month®** is a registered trademark owned by the **National Association for Music Education** ([www.NAfME.org](http://www.NAfME.org)).

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