

Keep Music Alive Announces Teen Musical Prodigy Neil Nayar as Official Kids Music Day Spokesperson for 7th Annual Kids Music Day (10/7/2022)

PHILADELPHIA, PA -- Keep Music Alive, the music education non-profit organization, today announced that musical wunderkind **Neil Nayar** will serve as the official spokesperson for the **7th Annual Kids Music Day**. At just 16 years old, Neil has already mastered playing over 110 unique musical instruments from around the world, including the flute, guitar, piano, saxophone, sitar, harp and many more including a few many have never heard of. Neil has already been featured on two Honda car commercials and performed the national anthem at multiple major and minor league sports teams in his home state of California. Neil is attending the prestigious Grammy Camp this summer and has just released his first book entitled "*Passion to Exploration of 107 Sound Machines*".



The 7th Annual "**Kids Music Day**" will be celebrated on Friday October 7th, 2022. Each year, **Keep Music Alive** partners with over 1,000 music schools, music stores and other music organizations around the world to hold special events that benefit and celebrate kids playing music. Events held by participating locations include open houses, instrument petting zoos, free music lessons, student music performances, community/family jams, instrument donation drives, kids open mics and more.

The **Music & Arts** retail chain offers lessons for over 23 musical instruments and voice and will host two free group music lessons at 240+ lesson locations nationwide:

Saturday 10/8 - Group Guitar Class with instructor performances and free trial lessons. **RSVP -**
<https://events.musicarts.com/events/free-group-guitar-class-for-beginners-400214912577>

Sunday 10/9 - Group Guitar Class with instructor performances and free trial lessons. **RSVP -**
<https://events.musicarts.com/events/free-group-guitar-class-for-beginners-400228994697>

As a special offer, any event attendee that signs-up to become a lessons student on 10/8 or 10/9 will receive a FREE guitar (while supplies last)!"

Kids Music Day Ambassadors - Over a dozen celebrity artists are 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 is also being supported by numerous music industry brands including **Alfred Music, CASIO EMI, Conn-Selmer, D'Addario Foundation, Kala Brand Music, Hungry for Music, Les Paul Foundation, Make Music, Music Nomad Equipment Care, Musicology, Remo Percussion** and the **Spirit of Harmony Foundation**. Keep Music Alive is honored to welcome these partners helping to share the Kids Music Day message, inspiring more kids to begin their own musical journey.



Kids Music Day is one of two international music holidays founded by **Keep Music Alive**. Some of the largest music chains in the nation participate in Kids Music Day & Teach Music Week with many of their locations including **Music & Arts, Guitar Center, Kindermusik, Music Together, Gymboree, Long & McQuade, Bach to Rock** and the legendary **School of Rock**.

Keep Music Alive is a national 501(c)(3) organization help more kids and adults to reap the educational, therapeutic and social benefits of playing music. For more information please call (610) 874-6312 or visit www.KeepMusicAlive.org and www.KidsMusicDay.org .

Music & Arts, one of the nation's largest music lessons providers and part of the Guitar Center family of brands, continues its mission to promote and support the merits of music education and the joy of music lessons by offering this opportunity for new musicians to get involved. To learn more about Music & Arts, visit www.MusicArts.com.

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