



**Musicopia announces new partnership with Philadelphia Music Alliance
to support Musicopia's Gift of Music Instrument Donation Program**

FOR IMMEDIATE RELEASE

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PHILADELPHIA, July 9, 2019...Musicopia is thrilled to announce that the Philadelphia Music Alliance is now a primary partner and supporter of Musicopia's Gift of Music (GOM) Instrument Donation Program.

The Gift of Music program provides musical instruments to students who are eager to play but cannot afford to rent or buy one. By providing schools, teachers, and students access to donated and refurbished instruments, the GOM program helps children in primarily underserved communities overcome the barrier of obtaining an instrument. In collaboration with our drop-off locations (of which there are 19 in Philadelphia, the surrounding suburbs, and in New Jersey), Musicopia has collected, repaired and placed more than 4,000 gently-used band and orchestral instruments to students and schools since 2002.

The Philadelphia Music Alliance (PMA) has made a multi-year financial pledge toward the Gift of Music program in order to cover some of the costs associated with instrument storage, repair, and delivery. Musicopia and the PMA will also partner together on press, social media, and at events surrounding the Gift of Music program, and the PMA also will help to raise community awareness on the positive impact of the Gift of Music program.

"We are very much looking forward to working with the Philadelphia Music Alliance -- a wonderful Philadelphia resource and gem -- on our Gift of Music program over the next several years to bring as many instruments as possible to the schools and students who need them the most. This is a wonderful step in

continuing to strengthen the importance of hands-on music education. The Alliance is a perfect partner for this, as both of our organizations care deeply about the future of music and music education for all Philadelphia-area children. We are extremely grateful to the Alliance for their support," said Denise Kinney, Executive Director, Musicopia.

"The Philadelphia Music Alliance is honored to partner with Musicopia and its Gift of Music Instrument Donation Program," added Alan Rubens, Chairman of the Philadelphia Music Alliance. "They do the right thing for the people who can use it and want it the most. Musicopia wonderfully supports our shared vision of nurturing the Philadelphia region's young talent and helping them pursue their dreams of achievement in music."



Established in 1986, the Philadelphia Music Alliance is a community-based, not-for-profit organization dedicated to preserving and promoting Philadelphia's rich musical legacy by increasing awareness of the city's great musical tradition and supporting the current music scene.

The PMA promotes the vast contributions of Philadelphians to all music genres, and encourages emerging artists and students toward achieving musical excellence. In addition, the PMA creates, supports and sponsors programs and events that enrich and strengthen Philadelphia's musical community. Its best-known creation is the Walk of Fame on Philadelphia's Avenue of the Arts.

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About Musicopia

Since its founding 1974, Musicopia has helped more than 300,000 children experience the benefits of first-hand exposure to the arts, and is a recognized leader in rebuilding and revitalizing school music programs. Musicopia reaches thousands of children each year in the Delaware Valley through in-school music education, a string orchestra program, drumlines programs, and its Gift of Music Instrument Donation Program.

Musicopia places a priority on reaching students who are underserved and cut off from the region's rich cultural life. Musicopia's mission is to provide opportunities for children to experience, learn, perform, and appreciate music. Through its high-quality programs, Musicopia aims to give all children, regardless of circumstances, the opportunity to have their lives transformed by music. For more information, visit

www.musicopia.net

About Philadelphia Music Alliance

The Philadelphia Music Alliance Walk of Fame, recently proclaimed an official landmark by Philadelphia City Council, is a living tribute to Philadelphia's rich music history and a vital force unifying the city's diverse cultural communities along the Avenue of the Arts, with a renewed commitment to shed new light on the City's cultural legacy and incredible contribution to the world of music past, present and future as a major tourist attraction. This agenda to recognize more local music greats in all genres is part of the community based, non-profit organization's overall mission to encourage the creation, celebration and historical preservation of Philadelphia music, and the foundation of a renewed commitment to schedule induction ceremonies each year. For more information, visit www.pmawalk.org.