



**Local Non-profit Launches Effort to Revolutionize
Music Education for the 21st Century**
*Music Workshop Looks to Dramatically Extend Successful
Program to Students Any Place, Any Time*

Portland, Oregon – May 5, 2015 – Music Workshop, a Portland, Oregon based non-profit organization that has successfully implemented a free supplemental music education program in elementary and middle schools throughout Oregon, has kicked off an ambitious campaign to launch a revolutionary flexible learning program that would dramatically increase access to music education for all students across the country.

If successful, the *Be The Maestro* campaign will fund the creation of “Maestro’s Movements”, an online music education platform that will be offered free of charge to all elementary and middle school students on a national level, regardless of their school. During the campaign, which runs through May 25, four anonymous donors will each match all donations up to \$5,000 until the campaign’s goal of \$25,000 is reached.

“Thanks to our generous supporters, we have a tremendous opportunity to bring music education to all students everywhere,” said Amy Richter, Executive Director of Music Workshop. “While we have had a great deal of success in reaching Oregon students at school, the *Be The Maestro* campaign and the ‘Maestro’s Movements’ program it will fund means any student anywhere with an interest in music can access free music education completely independent of what may or may not be taught at their individual schools.”

“Maestro’s Movements” is a multi-level web-based platform that will provide students access to grade-appropriate music education, enabling them to learn outside of the classroom on their own time and at their own pace. It will consist of short educational videos that teach students about the world of music, including history, genres, instruments, influential musicians, styles, terms and more. Each “Maestro Movement” also provides students with extended learning opportunities such as games, instrument instruction, interactive activities and concerts. The program is intended to be effective both as a standalone program and as a supplement to the Music Workshop in-school program.

Music Workshop began in 2013 as a pilot program in 10 schools in the Beaverton and Portland school districts and is now being offered in more than 55 schools throughout the state of Oregon. Music Workshop is designed to complement existing school music programs, but because of budget cutbacks in many schools, the Music Workshop curriculum is the only music education available. The creation and launch of “Maestro’s Movements” will make Music Workshop a one-of-a-kind, multi-dimensional music education program.

A beta version of the Maestro’s Movements program initially will be available to 20,000+ students through the Beaverton School District’s [Student Source](#) website as of May 7th 2015. On June 1st, it will also be available to thousands of children through the Children’s Cancer Association [mymusicrx.org](#) program. If funded, Maestro’s Movements will be accessible to all students everywhere in the fall of 2015 through Music Workshop’s own website, [musicworkshopedu.org](#).

Those interested in contributing to the *Be The Maestro* campaign, or in learning more about Music Workshop in general, can do so at [musicworkshopedu.org](#). Donations up to \$5,000 will be matched through May 25.

About Music Workshop

Founded in 2013 and based in Portland, Oregon, Music Workshop is a 501(c)3 non-profit whose mission is to educate, inspire and motivate children through music education. Created by parents, educators and musicians, Music Workshop provides elementary and middle schools with a free supplemental music education program that teaches music history and music appreciation, while reinforcing the ways students can utilize music in their everyday lives to improve themselves. Music Workshop integrates music education with reading, physical activity and critical thinking, and the program is currently being utilized in more than 55 schools across Oregon. Currently, Music Workshop is raising funds to launch “Maestro’s Movements”, an online music education program students can access from anywhere at no charge. For more information about Music Workshop, visit us online at [musicworkshopedu.org](#) or follow Music Workshop on Facebook and Twitter.

About mymusicrx.org (Children’s Cancer Association)

[MyMusicRx.org](#) is a “music medicine” site for kids and teens facing cancer and other serious illnesses. Kids are invited to feel the music and feel better by exploring exclusive artist greetings, concerts, music lessons, digital instruments and games.

MyMusicRx.org is a program developed by the Children’s Cancer Association. CCA has relationships with 18 hospitals across the U.S., with reach to more than 4,500 patient beds. They have members at roughly 200 hospitals in the U.S. and Canada.

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