



GRAMMY FOUNDATION®

*****MEDIA ALERT FOR FEB. 10, 2016*****

GRAMMY FOUNDATION® TO HOST SECOND ANNUAL GIVING DAY EVENT

GRAMMY Foundation® Giving Day — A 24-Hour Online Fundraiser — To Be Held Wednesday, Feb. 10

- WHO:** GRAMMY Foundation® Giving Day creates a space where friends and supporters of the GRAMMY Foundation will come together to make a difference for music education.
- WHAT:** GRAMMY Foundation Giving Day is a 24-hour fundraiser to benefit the GRAMMY Foundation. The total amount raised at the end of the fundraiser will directly support the Foundation's music education programs.
- WHEN:** **Feb. 10, 2016**
Midnight–11:59 p.m. PST
- WHERE:** This fundraiser is hosted entirely online via www.grammyfoundationgivingday.org
- WHY:** GRAMMY Foundation Giving Day will raise critical funding for the GRAMMY Foundation's music education programs such as GRAMMY® Signature Schools, GRAMMY Camp® and the Music Educator Award™, among many others.

Just as the GRAMMY Award recognizes excellence in recording, the **GRAMMY Signature Schools** program recognizes top public high schools across the country for outstanding commitment to their music education programs. Each of the GRAMMY Signature Schools receives a custom award and a monetary grant to benefit its music program.

GRAMMY Camp offers select high school students an interactive residential summer music experience. Focusing on all aspects of commercial music, this unique opportunity provides instruction by industry professionals in an immersive creative environment with cutting edge technology in professional facilities. The program offers seven music career tracks: Audio Engineering; Concert Promotion/Production; Electronic Music Production; Marketing & Management; Music Journalism; Songwriting; and Performance Tracks for Bass, Drums, Guitar, Keyboards, Vocal, and Winds & Strings. All tracks culminate in media projects, recordings and/or showcase performances. Funds help support scholarships to program participants.

GRAMMY Camp — Weekend is a one-day nonresidential music industry experience for small groups of high school students who will gain an introduction to the business of music. Each weekend session concentrates on one to three career tracks and serves as a preview of GRAMMY Camp.

High school singers and instrumentalists can audition for **GRAMMY Camp — Jazz Session**. Selectees receive an all-expenses-paid trip to the host city of the annual GRAMMY Awards®, and students participate in high-profile GRAMMY Week performances and recording sessions and will attend the GRAMMY telecast.

GRAMMY Career Day is a one-day program that brings music industry professionals together with high school students for an insider's perspective on working in the music and recording industries. Any high school student interested in music is eligible to participate.

The **Music Educator Award** was established to recognize current educators (kindergarten through

college, public and private schools) who have made a significant and lasting contribution to the field of music education and who demonstrate a commitment to the broader cause of maintaining music education in schools. A joint partnership and presentation of The Recording Academy and the GRAMMY Foundation, the recipient of the third annual award will be announced during GRAMMY Week 2016.

The GRAMMY Foundation was established in 1988 to cultivate the understanding, appreciation and advancement of the contribution of recorded music to American culture. The Foundation accomplishes this mission through programs and activities that engage the music industry and cultural community as well as the general public. The Foundation works in partnership year-round with its founder, The Recording Academy®, to bring national attention to important issues such as the value and impact of music and arts education and the urgency of preserving our rich cultural heritage. In recognition of the significant role of teachers in shaping their students' musical experiences, the GRAMMY Foundation and The Recording Academy partnered to present the first Music Educator Award in 2014. Open to current U.S. music teachers in kindergarten through college, the third annual Music Educator Award recipient will be recognized during GRAMMY Week 2016. For more information on the Music Educator Award, please visit www.grammymusicteacher.com. For more information about the Foundation, please visit www.grammyfoundation.org. For breaking news and exclusive content, please "like" GRAMMY in the Schools® on Facebook, follow the GRAMMY Foundation on Twitter @GRAMMYFdn and join us on Instagram @GRAMMYFdn.

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