



GRAMMY FOUNDATION®

*****MEDIA ALERT FOR FEBRUARY 24 – MARCH 31, 2014*****

THE GRAMMY FOUNDATION® ANNOUNCES GRAMMY CAMP® TO BE HELD IN FOUR CITIES IN SUMMER 2014

Music Industry Camp Will Feature Tracks in Performance, Music Journalism, Video Production, and Music Business

Financial Assistance Available For Qualified Applicants — Deadline To Apply Is March 31, 2014

WHO: GRAMMY®-winning and -nominated professionals, industry specialists affiliated with The Recording Academy® to participate in the GRAMMY Foundation®'s GRAMMY Camp® for talented high school students in four cities this summer.

WHAT: Tenth Annual GRAMMY Camp — the GRAMMY Foundation's signature music industry camp for U.S. high school students — is an interactive summer music experience focusing on all aspects of commercial music. GRAMMY Camp provides instruction by industry professionals in an immersive creative environment with cutting-edge technology in professional facilities. GRAMMY Camp in New York and St. Paul, Minn., will each include a nine-day interactive residential summer music experience. GRAMMY Camp L.A. will host a 10-day residential camp. GRAMMY Camp Nashville will host a five-day nonresidential day camp for local students. 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. This will be the 10th GRAMMY Camp held in Los Angeles and the first camp held at McNally Smith College of Music in St. Paul. Both New York and Nashville have hosted camps in prior years.

The curriculum engages students in the technical aspects of creating, performing and recording, and emphasizes new and emerging music technologies. The program offers campers the opportunity to work in integrated industry teams in seven tracks: **Audio Engineering; Electronic Music Production; Music Business; Music Journalism;** a **Performance track for Bass, Drums, Guitar, Keyboard, Vocal, and Winds & Strings; Video Production;** and **Songwriting. Select career tracks offered in each location.** All tracks culminate in media projects, album recordings, an open house, and/or performances.

Financial assistance for residential camps is available to qualified students. Funding is generously provided by the **ASCAP Foundation Irving Ceasar Fund, Converse, the Ella Fitzgerald Charitable Fund, Journeys, the JBD Foundation, McNally Smith College of Music, The Recording Academy,** as well as several individual donors. In-kind supporters include: Avid, BET, Centerstaging, El Rey Theatre, Guitar Center, JBL, the New School University for Jazz & Contemporary Music, Roland, Shure, and the USC Thornton School of Music.

WHEN & WHERE:

GRAMMY Camp Nashville: June 9–13, 2014 (nonresidential day camp) hosted by **Belmont University**
GRAMMY Camp St. Paul: June 13–21, 2014 hosted by **McNally Smith College of Music**
GRAMMY Camp L.A.: July 12–21, 2014 hosted by **University of Southern California Thornton School of Music**
GRAMMY Camp N.Y.: Aug. 3–11, 2014 hosted by **Converse Rubber Tracks**

HOW: U.S. high school applicants must complete an online application, video audition and track-specific requirements at www.grammyintheschools.com by **March 31, 2014**. The application fee is \$25 per person. A separate financial assistance form is also available to needs-based students.

If you have questions about how to apply, join us for one of our info sessions. GRAMMY Foundation staff will be available to answer your questions on an informational conference call on **Thursday, Feb. 27 at 5 p.m. PST/8 p.m. EST**. To RSVP for the call email grammycamp@grammy.com. There will also be a TweetChat hosted on **Friday, Feb. 28 at 3:30 p.m. PST/6:30 p.m. EST**. Connect with us at www.twitter.com/GRAMMYFdn #GRAMMYCamp.

The GRAMMY Foundation was established in 1989 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 Recording Academy and the GRAMMY Foundation have partnered to present the Music Educator Award. Open to current U.S. music teachers in kindergarten through college, the first Music Educator Award was presented at the Special Merit Awards Ceremony & Nominees Reception during GRAMMY Week 2014. To nominate a teacher for the second annual Music Educator Award, please visit 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 at www.facebook.com/grammyintheschools, follow the GRAMMY Foundation on Twitter @GRAMMYFdn at www.twitter.com/GRAMMYFdn and join us on Instagram @GRAMMYFdn at www.instagram.com/GRAMMYfdn.

Converse Inc., based in N. Andover, Mass., is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as "America's Original Sports Company"™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor® All Star® shoe, the Jack Purcell® shoe and the One Star® shoe. Today, Converse offers a diverse portfolio including lifestyle men's, women's and children's footwear, apparel and accessories. Converse product is sold globally by retailers in over 160 countries and through 78 company-owned retail locations in the U.S. For more information, visit media.converse.com.

Journeys is a leader in the teen specialty retail scene, with more than 800 stores in all 50 states, Puerto Rico and Canada. Journeys uses fashion savvy and merchandising science to keep in step with the fast-paced footwear and accessories market for 13- to 22-year-old guys and girls. Journeys offers a wide variety of trendy, relevant brands that cater to teens that seek the hottest, new styles. However, the Journeys store is more than a retail environment — it's an extension of the teen lifestyle. From the plasma TVs playing exclusive content and the latest music videos, to the visual merchandising strategy and promotions, to the employees whose image and style reflect the customers' lifestyle and attitude. In addition, Journeys reaches its customers through www.journeys.com, a mobile website, catalog, national advertising, strategic cross-promotions, social media and grass-roots events like the Noise Tour. Journeys — An Attitude You Can Wear!
Journeys is a division of Genesco Inc.

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****NOTE: B-roll of past GRAMMY Camp highlights is available.****