



GRAMMY FOUNDATION®

**\*\*\*MEDIA ALERT FOR MARCH 3 – 31, 2015\*\*\***

## **THE GRAMMY FOUNDATION® ANNOUNCES GRAMMY CAMP® TO BE HELD IN THREE CITIES IN SUMMER 2015**

*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, 2015*

*Foundation to Host a Series of Informational Conference Calls and a TweetChat for Interested Students and Parents*

**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 three cities this summer.

**WHAT:** Eleventh 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 New York will 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. Through the generous contributions of Converse and Journeys, Nashville area residents accepted to GRAMMY Camp Nashville were offered a discounted tuition rate of \$100.00. 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 11th GRAMMY Camp held in Los Angeles. 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 & Motion Graphics](#); 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 Caesar Fund, Converse, Bruno Mars Scholarship Fund, the Ella Fitzgerald Charitable Fund, Journeys, 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 1–5, 2015** (nonresidential day camp) hosted by Belmont University

**GRAMMY Camp L.A.: June 20–29, 2015** hosted by University of Southern California Thornton School of Music

**GRAMMY Camp N.Y.: Aug. 2–10, 2015** 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](http://www.grammyintheschools.com) by **March 31, 2015**. The application fee is \$25 per person. A separate financial assistance form is also available to needs-based students.

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## GRAMMY Camp To Be Held In Three Cities

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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.

**Tuesday, March 4 at 4 p.m. PST/7 p.m. EST** GRAMMY Camp: A Parent's Perspective

**Wednesday, March 5 at 4 p.m. PST/7 p.m. EST** GRAMMY Camp: General Info and How to Apply

**Wednesday, March 18 at 5 p.m. PST/8 p.m. EST** GRAMMY Camp: A Parent's Perspective

**Thursday, March 19 at 5 p.m. PST/8 p.m. EST** GRAMMY Camp: General Info and How to Apply

To RSVP for one of the calls email [grammycamp@grammy.com](mailto:grammycamp@grammy.com). There will also be a TweetChat hosted on **Thursday, March 12 at 4 p.m. PST/7 p.m. EST**. Connect with us at [www.twitter.com/GRAMMYFdn](http://www.twitter.com/GRAMMYFdn) #GRAMMYCamp.

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 Recording Academy and the GRAMMY Foundation partnered to present their first Music Educator Award in 2014. Open to current U.S. music teachers in kindergarten through college, the third annual Music Educator Award will be presented at the Special Merit Awards Ceremony & Nominees Reception during GRAMMY Week 2016. For more information about the Music Educator Award, please visit [GRAMMYMusicTeacher.com](http://GRAMMYMusicTeacher.com). For more information about the Foundation, please visit [www.grammyfoundation.org](http://www.grammyfoundation.org). For breaking news and exclusive content, please like "GRAMMY in the Schools®" on [Facebook](https://www.facebook.com/GRAMMYintheSchools), follow the GRAMMY Foundation on [Twitter](https://twitter.com/GRAMMYFdn) (@GRAMMYFdn) and join us on [Instagram](https://www.instagram.com/GRAMMYFdn) (@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](http://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](http://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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