



GRAMMY FOUNDATION

*****MEDIA ALERT FOR MARCH 14–31, 2016*****

GRAMMY FOUNDATION® ANNOUNCES GRAMMY CAMP® TO BE HELD IN THREE CITIES IN SUMMER 2016

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, 2016

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

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

WHAT: The 12th 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 Los Angeles 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, Tenn., area residents accepted to GRAMMY Camp Nashville are offered a discounted tuition rate of \$100.00. This will be the 12th GRAMMY Camp held in Los Angeles. Both New York and Nashville have hosted camps in prior years.

GRAMMY Camp 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 eight tracks: [Audio Engineering](#); [Electronic Music Production](#); [Instrumental Performance: Bass, Drums, Guitar, Keyboard, Winds & Strings](#); [Music Business](#); [Music Journalism](#); [Video Production & Motion Graphics](#); [Vocal Performance](#); and [Songwriting](#). **Select career tracks are 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 Bruno Mars Scholarship Fund, Converse, the Ella Fitzgerald Charitable Fund, Journeys, RBC Foundation USA, The Recording Academy, Hot Topic Foundation, as well as individual donors. In-kind supporters include: AEG Live, Avid, CenterStaging, El Rey Theatre, Focusrite, Guitar Center, JBL, the New School University for Jazz & Contemporary Music, Novation, Roland, Shure, and the USC Thornton School of Music.

WHEN & WHERE:

GRAMMY Camp Nashville: May 31 – June 4 (nonresidential day camp) hosted by Belmont University
GRAMMY Camp L.A.: June 18 – 27 hosted by University of Southern California Thornton School of Music
GRAMMY Camp N.Y.: July 31 – Aug. 8 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**. 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.

Tuesday, March 15 at 4 p.m. PST/7 p.m. EST GRAMMY Camp: General Info and How to Apply
Thursday, March 17 at 5 p.m. PST/8 p.m. EST GRAMMY Camp: A Parent's Perspective
Monday, March 21 at 5 p.m. PST/8 p.m. EST GRAMMY Camp: General Info and How to Apply

To RSVP for a call, email grammycamp@grammy.com. There will also be a TweetChat hosted on **Wednesday, March 23 at 4 p.m. PST/7 p.m. EST**. Connect with us at 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 fourth annual Music Educator Award will be recognized during GRAMMY Week 2017. For more information about the 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](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 Boston, 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 and is sold globally by retailers in over 160 countries. For more information, visit Media.Converse.com and follow [@converse](https://www.instagram.com/converse).

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 to retail stores, Journeys reaches its customers through journeys.com, catalogs, social media, and grassroots events like the Warped Tour, Alternative Press Music Awards and national club-level music tours in the spring and fall seasons. Journeys — An Attitude You Can Wear! Journeys is a division of Genesco Inc.

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Program Contact:

David R. Sears/GRAMMY Foundation/310.581.8663/david@grammy.com

Media Contacts:

Christina Cassidy/GRAMMY Foundation/310.581.8670/christina.cassidy@grammy.com

Hannah Berryman/GRAMMY Foundation/310.581.8724/hannah.berryman@grammy.com