



GRAMMY MUSEUM® ANNOUNCES VIRTUAL MENTORSHIP MONDAY PROGRAM IN PARTNERSHIP WITH GRAMMY U® AND REACH HIGHER

FEATURED ARTISTS INCLUDE SAM FISCHER, TIKYRA "TK" JACKSON, LEDISI, LITTLE BIG TOWN, MELANIE PFIRRMAN, SASHA SLOAN, AND FRANCISCA VALENZUELA

LOS ANGELES, CALIF. (JULY 9, 2020) — The GRAMMY Museum® announced today a new Mentorship Monday program in partnership with GRAMMY U® and former First Lady Michelle Obama's Reach Higher initiative. Every Monday from July 20 through August 31, top-tier music industry professionals will mentor college students and recent graduates via digital conferencing. Mentors include artists Sam Fischer, Tikyra "TK" Jackson, Ledisi, three-time GRAMMY® winners Little Big Town, Melanie Pfirrmann, Sasha Sloan, and Francisca Valenzuela, as well as Recording Academy® members. These sessions will provide an opportunity for students to connect with established music industry professionals and creatives, and will serve as a valuable tool for information, advice and exploration within a wide variety of music careers and topics as they pursue their own careers.

"The GRAMMY Museum's new Mentorship Monday program exemplifies the Museum's mission to uphold music's value in our lives through education and collaboration between professionals and aspiring creatives," said Michael Sticka, President of the GRAMMY Museum. "I'd like to thank Reach Higher and GRAMMY U for helping make this program a reality."

"Reach Higher is excited to partner with the GRAMMY Museum to bring mentorship to students this summer." said Eric Waldo, Executive Director of Reach Higher. "Music helps us hear each other more fully and to share ourselves with one another authentically. Now more than ever is a wonderful time for professionals and artists to harness the unifying and uplifting power of music to support students as they explore and pursue educational and career opportunities in all facets of the recording industry,"

While these sessions are currently invitation-only, a selection will be released in the future as part of Reach Higher's Beating the Odds Summit, and a selection of public-facing mentorship sessions will be available via Instagram Live.

ABOUT THE GRAMMY MUSEUM

The GRAMMY Museum is a nonprofit organization dedicated to cultivating a greater understanding of the history and significance of music through exhibits, education, grants, preservation initiatives, and public programming. Paying tribute to our collective musical heritage, the Museum explores and celebrates all aspects of the art form — from the technology of the recording process to the legends who've made lasting marks on our cultural identity.

For more information, visit www.grammymuseum.org, "like" the GRAMMY Museum on Facebook, and follow @GRAMMYMuseum on Twitter and Instagram.



ABOUT GRAMMY U

Connecting college students with the industry's brightest and most talented minds, GRAMMY U provides aspiring professionals with the tools and opportunities necessary to start a career in music. Throughout each semester, events and special programs touch on all facets of the industry, including the business, technology, and the creative process. As part of the Recording Academy's mission to ensure the recorded arts remain a thriving part of our shared cultural heritage, GRAMMY U establishes the necessary foundation so that music's next generation flourishes.

ABOUT REACH HIGHER AND BEATING THE ODDS

Reach Higher, started by former First Lady Michelle Obama during her time at the White House, works to inspire every student in the U.S. to take charge of their future by completing their education past high school, whether at a professional training program, a community college, a four-year college or university, or in the military. Reach Higher continues to help underrepresented students navigate the college-going process by raising awareness about helpful tools and resources; meeting students where they are and tailoring technical assistance to meet their unique needs; and building the capacity of the school counseling profession. Reach Higher is now part of Common App, a nonprofit membership organization dedicated to access, equity, and integrity in the college admission process. For additional information about Reach Higher and Common App, visit reachhigher.org and commonapp.org.

2020 marks the seventh Beating the Odds Summit that Reach Higher has celebrated. Since her time in the White House, Mrs. Obama has made a commitment to interact with students during roundtable discussions and intimate conversations to support those who have overcome tremendous challenges to finish high school and commit to completing college. The Beating the Odds Summits grew out of this commitment. During the COVID-19 pandemic, Reach Higher will continue this practice by hosting multiple virtual Beating the Odds conversations in which the initiative will bring together students focusing on a common theme to discuss their educational journeys and their futures. These conversations will feature key experts from the field, relevant influencers, and rising and current college students to discuss the challenges students will face during the 2020-2021 academic year and beyond. The conversations will be recorded and shared publicly on social media to support students nationwide.

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