

HEID MUSIC

FOR IMMEDIATE RELEASE

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HEID MUSIC MATCHES \$10,000 FOR LOCAL MUSIC PROGRAMS IN MARCH Music Matters Initiative Part of Month-long Music in Our Schools Celebration

Appleton, Wis. (March 01, 2020) — March is Music in our Schools Month – a national effort to bring awareness to the need for music education in schools. Heid Music announced, for the fourth year in a row, that it will be matching up to \$10,000 in donations for local schools in March. Last year there were 103 donations totaling \$8,103.79, plus Heid Music offered their match on top of that total. Everyone in the community is invited to participate by visiting a Heid Music store to make a donation of \$5 or more, or by giving a gift online at HeidMusic.com/music-matters. At the end of the month, school districts will receive all cash donations made in-store and online, plus the match from Heid Music in the form of in-store credit (up to \$500 per district).

Psychology Today reported that “students who participate in music-related activities between grades 7-12 achieve significantly higher scores on science, math and English exams in high school than non-musical classmates.”

The National Association for Music Education stated that “schools with music programs have an estimated 90.2% graduation rate and 93.9% attendance rate compared to schools without music education, which average 72.9% graduation and 84.9% attendance.”

Big 10+ Contest Returns for 2020

To further celebrate “Music in Our Schools” Month, Heid Music is challenging local music directors, their students and community members to get creative. Photo submissions showcasing how music education has impacted them can be submitted at HeidMusic.com/Big10Plus throughout the month of March. At the conclusion of the contest on March 31, 2020, the music program with the most cumulative votes will receive first pick of this year’s prizes. Thanks to our generous sponsors, we have 33 prizes valued at over \$22,000 ready to give to contest winners!

While music education is a year-round initiative for us and our partners, we’re thankful that we’re able to beat this drum a little louder in March.

About Heid Music

For three generations spanning over 70 years, Heid Music has been a community music resource, aimed at educating and entertaining students and musicians in all things music. Its goal is to bring music to communities and students through sponsorships and performer partnerships. With locations in Appleton, Green Bay, Madison, Oshkosh and Stevens Point, Wis., Heid Music offers an array of new and used instruments for sale or rent, including band and orchestra instruments, acoustic and digital pianos, guitars and drums, and much more. Featuring Wisconsin's largest selection of sheet music, Heid Music also carries a variety of amps, accessories and gift items, offers private and group lessons, and provides instrument repair services. Visit HeidMusic.com for more information or to purchase instruments and accessories.

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