

## **FOR IMMEDIATE RELEASE:**

### **Niagara Cares Donates Over \$185,000 to National Non-Profit Little Kids Rock to Support Music Education in Allentown School District**

- *Innovative “Modern Band” music education program will benefit more than 3,000 local public school students; Hundreds of instruments donated to Allentown schools*
- *Teachers of the Allentown School District learn new nationally renowned curriculum for the first time and get “Ready to Rock!” for Back to School*

**Allentown, PA – August 22, 2017** – On Wednesday, August 30, Little Kids Rock and corporate partner, Niagara Bottling, will celebrate the launch of its innovative music program, “Modern Band,” in the Allentown School District. Thanks to a generous donation from Niagara Cares, the philanthropic arm of Southern California-based Niagara Bottling, every teacher in Allentown will participate in an eight-hour professional development workshop at Dieruff High School and receive music education instruction from Little Kids Rock, the leading provider of donated instruments, music curriculum, and music teacher professional development in the country.

Countless studies show that kids who have access to music education in schools do better in school and in life. Little Kids Rock’s “Modern Band” teaches kids the popular musical styles of the past 60 years, from Rock and Hip Hop, to Country and R&B, among other genres, and focuses on improvisation, composition, and getting kids to make music immediately. The program, which is part of a burgeoning national movement to put students at the center of their learning experience and keep arts and music programs thriving, complements existing music electives such as jazz band, choral ensembles, marching band, and orchestra. Kids are given immediate access to the music that inspires them, from Beyonce to Taylor Swift, Bink 182, Drake and AC/DC, helping to keep them inspired in school and better equipped to reach their academic goals.

“Little Kids Rock is grateful to receive Niagara Cares’ support and commitment to empowering young music makers,” says Little Kids Rock CEO and Founder David Wish. “By supporting Modern Band in the Allentown School District, Niagara Cares is ensuring that thousands of students will have access to a first-rate and entirely new type of music program.”

At Little Kids Rock’s workshops, teachers learn how to teach the renowned Modern Band music program in their classrooms, learn how to write and perform their own songs and learn how to play guitar, keyboard, bass, ukulele, and drums, all of which will be donated to the Allentown School District, thanks to Niagara’s generous donation. Teachers will use these instruments to provide hands-on music lessons to nearly 3,000 students.

“We are excited to bring back the arts in partnership with Little Kids Rock and provide Allentown students the opportunity to learn a musical instrument,” says Kristen Venick, Director of Corporate Giving, Niagara Bottling, which has a bottling plant in Allentown. “Not only are we thrilled to make an impact in the community but also in the lives of our employees’ who have children in the Allentown Public School District.”

The teachers of Allentown, PA, are the most recent group to receive professional development and resources from Little Kids Rock, joining colleagues from 1,800 schools in 188 school districts in the United States who have already implemented Little Kids Rock's Modern Band curriculum in their musical offerings and are reaching more than 320,000 students nationwide with weekly, and oftentimes daily, free instrumental music lessons.

**WHAT: Little Kids Rock will train music educators from the Allentown School District in its Modern Band music program and equip them with curricula, instruments, and resources to help them launch the program in their schools.**

**WHEN: Wednesday, August 30, 2017, 8:00 am-3:30 pm ANYTIME**  
**OR two great video and interview ops/interactions:**  
**9:00am: Teacher Guitar Training**  
**2:00pm: Local teachers unveil and perform the original songs they wrote during the morning**

**WHERE: Dieruff High School**  
**815 N. Irving Street**  
**Allentown, PA 18109**

**Media are encouraged to attend. Interview and photo opportunities are available. Please contact [laurajohnsonpr@yahoo.com](mailto:laurajohnsonpr@yahoo.com)**

#### **ABOUT LITTLE KIDS ROCK**

Little Kids Rock is a national nonprofit dedicated to transforming lives by restoring, expanding, and innovating music education in our schools. The organization partners with public school districts to train teachers to run its innovative Modern Band curriculum, and donates all the accompanying instruments and resources necessary to teach popular music in a way that empowers students to experience instant achievement. What began as a single after-school guitar class has since exploded into a national movement that brings free, weekly music lessons to over 320,000 public school children through the efforts of more than 1,800 teachers in 188 school districts nationwide. To date, Little Kids Rock has served more than 650,000 students. More info at [www.littlekidsrock.org](http://www.littlekidsrock.org).

#### **ABOUT NIAGARA CARES**

Niagara Cares, a philanthropic arm of Niagara Bottling, is committed to supporting local and national community initiatives serving children and families in need by engaging stakeholders and investing its resources. The efforts of Niagara Cares include national strategic partnerships, local community grants, employee engagement, volunteerism, and the Andrew D. Peykoff, Sr. Scholarship Program. For more information, visit <http://www.niagarawater.com/niagara-cares>.

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