

***For Immediate Release
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**Community drive will work to “Make Music Matter...Las Vegas”
*Donations of instruments will assist middle school music programs***

Las Vegas – Community members will have the opportunity to do something instrumental to assist children in school music programs through donations of working and non-working instruments during an upcoming drive coordinated through the Clark County School District’s (CCSD) Partnership program, The Public Education Foundation and the new, non-profit organization, “Make Music Matter... Las Vegas.”

The inaugural kick-off for this organization will provide opportunities for people to donate instruments. Select Dunkin’ Donuts locations in the valley will hit a sweet note for students when they serve as collection points for donations. Every donor who drops off an instrument at one of the eight designated Dunkin’ Donuts locations on Saturday, September 26, between 10 a.m. and 2 p.m., will receive a free dozen donuts.

The initial phase of the drive will culminate with the Nevada Pops special “March for Music” performance at the Henderson Pavilion, at 7:30 p.m., on Saturday, September 26, where CCSD Superintendent Walt Rulffes will provide the opening comments. In addition to helping students, every person who donates an instrument at the door will receive free admission to the concert.

The instruments will go to CCSD middle school music programs, which are in dire need of additional instruments and/or instrument parts. CCSD has 55 middle schools with music and band classes that serve more than 12,000 students each year. Due to the tremendous growth of the district during the past decade, at many schools, two or three students have to share a single instrument.

“The spark for this drive came from local philanthropists Bunny and Jay Wasserman, who are generously supporting ‘Make Music Matter...Las Vegas’ for the next three years, to help rebuild our instrumental music programs,” said Bridget Phillips, director of CCSD’s Partnership office. “In addition to providing instruments for students, one of the goals of the program is to follow young musicians who are the recipients of



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the instruments and watch the impact that music makes in their lives, just like the portrayal in the movie 'The Red Violin'."

In making her appeal to the community for donations, Wasserman said she knows there are many instruments out there in drawers, closets and garages that are not being used and are desperately needed in schools.

"It doesn't matter what condition they are in, or what type of instrument it is, we will be happy to take all donations ranging from flutes to pianos. We have a professional moving company that will pick up and transport donated pianos for us," said Wasserman. "Broken instruments can also serve as great donations as they can provide valuable parts that can help put instruments back in the classroom."

The school district will repair all the instruments at no additional cost and all monies donated to this project will be used to buy parts and sturdy instrument cases. Cash donations will be channeled to schools through the Public Education Foundation, which will also provide self-valued tax donation forms for donors.

"The Clark County School District has outstanding music programs and through the support of community members like the Wasserman's, concerned agencies and businesses, we will rebuild the program during the next three years," said Phillips.

Agencies, businesses and community members that will be participating in and supporting the drive include CCSD, The Public Education Foundation, Nevada Pops, Dunkin' Donuts, Superpawn, Transact Technologies Incorporated, The Ferraro Group, Bill & Bonnie Paulos, Southern Nevada Music and Quixotic Creative.

The Dunkin' Donuts drop off locations for instruments on September 26 includes: 9265 S. Cimarron Road, 5861 W. Craig Road, 6295 S. Rainbow, 409 E. Silverado Ranch Road, 6795 W. Tropicana Avenue, 171 N. Gibson Road (Henderson), 4125 S. Eastern Avenue, and 11710 W. Charleston Blvd.

For more information about the Clark County School District, visit ccsd.net.

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