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TEXAS MUSIC PROJECT ANNOUNCES \$1 MILLION
CAMPAIGN TO PROVIDE MUSIC INSTRUMENTS FOR HOUSTON INDEPENDENT SCHOOL
DISTRICT

2004 Honorary Chairpersons and Latino Project Also Announced

HOUSTON, Jan. 30, 2004 – In celebration of musical talent from the Lone Star State and the continued campaign for Texas music education, the Texas Music Project (TMP), a statewide nonprofit initiative working to strengthen and restore music education in public schools throughout Texas, today announces the \$1 million “Don’t Mess with Houston Music™” fundraising campaign in conjunction with the Houston Independent School District (HISD).

The campaign is aimed at providing approximately 2000 musical instruments to HISD schools, the seventh largest school district in the United States. The community campaign will raise the \$1 million over a three-year period through a variety of means, including benefit concerts, Texas Music Project CD sales, corporate sponsorships and philanthropic contributions. Funds raised will be awarded by TMP to the HISD Foundation that will oversee disbursement to qualified HISD schools. All schools within HISD will be able to apply for the music education grants. Schools must meet a detailed list of requirements before consideration, such as need and number of students impacted.

TMP hopes the HISD “Don’t Mess with Houston Music” campaign will serve as a model for other committed Texas school districts and communities interested in working with the organization to develop local campaigns aimed at strengthening music education in schools.

“I am pleased that TMP is supporting music programs in HISD with the “Don’t Mess with Houston Music” initiative. Research shows that students who study music perform better academically in other school subjects. This is especially true with mathematics, since music is based on mathematical patterns,” said Dr. Kaye Stripling, superintendent of schools. “Without question, this investment in our students’ musical talent, as well as their scholastic achievement, provides a solid foundation for their future success. Our supporters in this campaign, including Chicago Title, H&H Music and the Houston Symphony Orchestra, recognize the long-term benefits of music education.”

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Texas Music Project 2004 Honorary Chairpersons

In addition, today TMP names Clint Black, Flaco Jimenez and the Knowles family – including Beyonce, Solange, and parents Mathew and Tina – as the 2004 honorary chairpersons for the “Don’t Mess with Texas Music” statewide public awareness campaign, launched in 2003. As the honorary chairpersons, Black, Jimenez and the Knowles family will help to support music education throughout Texas by lending time and talent to TMP initiatives. Each artist will also generously lend a cost-free song to the “Don’t Mess with Texas Music” compilation CD series.

“You never know who the next Mozart will be,” said country music legend and TMP’s 2004 honorary chairperson, Clint Black. “Schools are not only there for the mathematicians, scientists and historians. Schools are there for those who will carry our art forms into the future, and perhaps like me, other students about to give up on [their education] will find their way in the world through music.”

“I was in music from elementary to high school and was one of those kids that through music became a better student. Having music [education] at an early age prepared me for my professional life,” said Mathew Knowles, TMP’s 2004 honorary chairperson and president of Music World Entertainment/Sanctuary Urban Holding Company. “Music can add confidence and create self esteem for creative students who sometime struggle in school. Ultimately this confidence spills over and makes for a better overall student.”

Since its launch in Fall 2003, TMP has been working to increase awareness of music education and the needs of schools, while raising funds to provide short-term relief and capacity-building to public schools. The campaign relies on the popularity of Texas music and generosity of Texas artists, releasing annual “Don’t Mess with Texas Music” compilation CDs, and working with local communities and companies to create fundraising and brand-building programs around Texas music and artists. The series of annual compilation CDs showcases both well-recognized and emerging Texas talent who share TMP’s goal of strengthening music education in Texas schools. The first edition of the CD was launched in September 2003 and featured Willie Nelson and 20 other all-star Texas artists, from Stevie Ray Vaughan to Erykah Badu and quickly became the best-selling Texas compilation in history.

“After just six months, TMP has generated nearly \$500,000 in publicity for music education and will contribute over \$100,000 to fund school music education programs in 2004,” said Bruce Orr, co-founder and executive director for TMP. “Thanks to Texas musicians, our statewide corporate sponsors --Starbucks Coffee, Dell, Brook Mays Music Group, Pepsi-Cola and AmeriPlan USA – and the communities that have supported this initiative, we are beginning to make an impact by meeting both the needs of Texas communities and the companies that serve them.”

In September 2004, TMP will release Volume Two of the “Don’t Mess with Texas Music” compilation CD, featuring Honorary Chairpersons and GRAMMY-Award winners Beyonce Knowles and Clint Black, among others. In addition, in July a special edition compilation CD, “Don’t Mess with La Musica de Tejas,” will be released featuring Honorary Chairman and GRAMMY-Award winner, Flaco Jimenez, and an all-star collection of Texas Latino and Tejano artists. The special edition compilation CD will celebrate Latino/Tejano music in Texas with proceeds used to support music education in schools with a high Latino student population.

“To me, music is as important to learn as the ABC’s, whether a young person makes a career out of it or not. It is an expression of ourselves in a way that all can understand which makes it an important subject for our youth to learn,” said Flaco Jimenez, TMP’s 2004 honorary chairperson.

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Lead by the Social Marketing Resource Center, a non-profit organization, the Texas Music Project is a joint, long-term initiative uniting the Texas music industry with the State of Texas, the Texas Music Educators Association, the Texas Commission on the Arts, and the Texas Coalition for Quality Arts Education. The primary mission of the Texas Music Project is to help strengthen and restore rigorous music education to Texas schools, by raising awareness of the positive impact music education has on students and the needs of schools. For more information on the Texas Music Project, visit www.texasmusicproject.org.

Photos and biographies of the 2004 honorary chairpersons and HISD campaign logo are available in the Press/Media section of the TMP website (www.texasmusicproject.org)

Texas Music Project 2004 SuperBowl Campaign Kick-off Event

January 30th, 2004 AT&T/Motorola Stage – NFL Main Event Downtown Houston

Major Announcements:

1) 2004 TMP Honorary Chairs

- Beyonce and Family
- Clint Black
- Flaco Jimenez

2) TMP \$1 Million Campaign to Provide Musical Instruments to the Houston Independent School District

3) 2004 CD Releases Benefiting Music Education in Texas Schools

- Volume Two, "Don't Mess with Texas Music" (Sept)
- Special edition CD, "Don't Mess with la Music de Tejas" celebrating Tejano/Latino music in the Lone Star State

Speaking on behalf of TMP and Music Education:

- Houston Mayor Bill White
- Chairman of the NFL SuperBowl XXXVIII Host Committee, Chuck Watson
- State Rep. Talmadge Heflin (also heads finance committee)
- State Rep. Scott Hochberg
- Houston Supt of Schools, Dr. Kay Stripling
- Mathew Knowles, CEO World Music Entertainment (representing his daughter, Beyonce and the entire Knowles family as a TMP honorary chair)
- Flaco Jimenez, 5-time Grammy winner & National Hispanic hall of Fame Inductee
- TMP Board Member & Texas Commission the Arts Executive Director, Ric Hernandez
- Foundation for Modern Music Artistic Director, Robert Avalon

Also in attendance and recognized:

- TMP co-founder, Michael Clay
- Texas Music Educators Association President, Jeff Laird
- Texas Coalition for Quality Arts Education Executive President, James Clarke
- Houston Symphony, Director of Education and Outreach, Roger Daily
- McNair Foundation Executive Director, Joanie Haley

Performing:

- Sharpstown High School Jazz Band (30 students)
- Travis Elementary Choir (20 students)
- Parker Elementary Advanced Band (70 students)
- Mason Rd (urban R&B)
- Flaco Jimenez & Band