



## MEDIA ADVISORY

### TEXAS MUSIC PROJECT ANNOUNCES PARTNERSHIP WITH HOUSTON INDEPENDENT SCHOOL DISTRICT TO REPLACE MUSIC INSTRUMENTS

#### *Texas Music Project Names 2004 TMP Honorary Chairpersons and Launches \$1 Million Campaign*

**WHAT:** In celebration of musical talent from the Lone Star State and the continued campaign for Texas music education, the Texas Music Project (TMP), in conjunction with the Houston Independent School District (HISD), will announce a \$1 million fundraising campaign this **Friday, Jan. 30**, at the NFL Super Bowl's Motorola/AT&T Stage in downtown Houston.

The event will feature live performances by GRAMMY Award-winner, Flaco Jimenez, as well as *Mason Rd.*, and student musicians from HISD. The event kicks-off TMP's 2004 initiatives, including the announcement of TMP's 2004 honorary chairpersons.

#### **INTERVIEW OPPORTUNITIES/ GUEST SPEAKERS:**

Interview opportunities will be available with the following performers and guest speakers:

- **Bill White**, Houston mayor
- **Bruce Orr**, TMP co-founder and executive director
- **Kaye Stripling**, HISD school superintendent
- **Mathew Knowles**, Music Entertainment Music, founder and president
- **Flaco Jimenez**, GRAMMY-Award-winning recording artist

*Interview opportunities also will be available with Lionel Castillo, Houston city councilman; State Representatives, Scott Hochberg and Talmadge Heflin; and Chuck Watson, chairman NFL Host Committee*

#### **MUSIC PERFORMANCES:**

Performances include:

- **Flaco Jimenez**, GRAMMY Award-winning recording artist
- **Mason Rd.**, Music Entertainment Music recording artists (founded by Matthew Knowles)
- **Members of the Houston Symphony**
- **HISD student musicians**, Parker Elementary School Band, Travis Elementary School Choir, Sharpstown High School Jazz Band

#### **WHEN/WHERE:**

**Friday, January 30,**

**10:40 a.m. to 1:30 p.m.**

**NFL Super Bowl's Motorola/AT&T Stage**

*Event location is the lot bound by Prairie (South); Preston (North); Travis (East); and Milam (West)*

#### **BACKGROUND:**

An average of 18 cents per capita is allocated by the State of Texas annually for the arts, placing it near the bottom of all states. The state's budget crisis and shrinking local tax bases have severely curtailed spending on the arts in public schools causing them to look for new funding sources. TMP's campaign, "Don't Mess with Texas Music™" draws attention to music education needs throughout the state. The organization consults with communities and companies to leverage Texas music to fulfill these needs. The "Don't mess with Texas Music" compilation CD, released on Sept. 1, 2003, was developed to raise funds for TMP and music education. It is being sold at retail locations throughout the state and at [www.texasmusicproject.org](http://www.texasmusicproject.org). TMP will launch two new editions of the "Don't Mess with Texas Music" CD series in 2004.

Led by the Social Marketing Resource Center, a 501 (c) (3) non-profit organization, TMP is a partnership which also includes Texas Music Educators Association, the Texas Commission on the Arts and the Texas Coalition for Quality Arts Education.

#### **MEDIA CONTACT:**

For more information about TMP ([www.texasmusicproject.org](http://www.texasmusicproject.org)) or to schedule interviews with participating VIPs or spokespeople, please contact:

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