



FOR IMMEDIATE RELEASE
September 15, 2004

CONTACT: Vanessa Sommerfeld Hickman
The Powell Group
214/522-6005 ext. 104
817/832-8525 (cell)
vh@powellgroup.net

TEXAS MUSIC PROJECT
PARTNER ORGANIZATION
FACT SHEET

PARTNERSHIPS:

Since receiving its nonprofit status in July 2003, more than 30 music and arts organizations and 60 Lone Star artists have joined with the Texas Music Project to support its mission of strengthening and restoring music education in Texas schools. The principal organizations, led by the Social Marketing Resource Center, include the Texas Music Educators Association, the Texas Coalition for Quality Arts Education and the Texas Commission on the Arts. The Texas Music Project implements the “Don’t Mess With Texas Music™” public education program, provides short-term music education grants for Texas schools and helps local communities build capacity to sustain music and arts programs in schools.

**SOCIAL MARKETING
RESOURCE CENTER:**

The Social Marketing Resource Center is a 501(c)(3) non-profit organization committed to helping nonprofits and corporate non-profit initiatives optimize their community impact through unique marketing solutions. The Social Marketing Resource Center conceived the Texas Music Project, created the unique non-profit alliance, and currently functions as the overall project leader, including all program creation and implementation, marketing, consulting with local communities and grant programs.

-more-

**TEXAS COALITION
FOR QUALITY ARTS
EDUCATION:**

The Texas Coalition For Quality Arts Education is a state-wide, non-profit service organization. The Coalition includes more than 30 arts and education organizations throughout the state, including Texas Music Educators Association, Texas Coalition for Music Education, Texas Alliance for Education and Arts and Texans for the Arts. The Texas Coalition for Quality Arts Education will work with the Texas Music Educators Association to help define music education needs and provide grassroots education support for the Texas Music Project.

**TEXAS MUSIC
EDUCATORS
ASSOCIATION:**

Founded in 1920 as the Texas Band Teachers Association, the Texas Music Educators Association is comprised of more than 8,000 schools music educators united by one common goal-to support music education. For the Texas Music Project, the association will lead efforts to define music education needs and programs for Texas schools and provide grassroots education support for the Texas Music Project.

**TEXAS COMMISSION
ON THE ARTS:**

Established in 1965 by the Texas Legislature, the Texas Commission on the Arts was founded to develop a receptive climate for the arts in Texas. The Commission will ensure fair and equitable disbursement of Texas Music Project grants, and provide administrative assistance and grassroots support for the Texas Music Project.

FOR MORE INFORMATION:

For more information about the Texas Music Project, The Social Marketing Resource Center, volunteer opportunities, donations or corporate sponsorships, contact Bruce Orr at 214/696-1636 or via email at bruceorr@texasmusicproject.org.

Texas Music Project is a statewide initiative founded by the Social Marketing Resource Center with a mission of restoring and strengthening music education in Texas schools. TMP grants will be distributed to schools by the Texas Commission on the Arts, and awarded based on need. Applications for grants can be submitted online at www.texasmusicproject.org or www.arts.state.tx.us at any time. It is the intention of the Texas Music Project that grants be used to support the implementation of full time, rigorous music education curricula. For more information on Texas Music Project, visit www.texasmusicproject.org.

###