



## **TEXAS MUSIC PROJECT** **Fact Sheet**

- A CAUSE FOR SONG:** The Texas Music Project is a long-term, statewide initiative to strengthen and restore music education in Texas schools, while raising awareness of the benefits of music education. The project is lead by the Social Marketing Resource Center, in conjunction with the Texas music industry, the State of Texas, the Texas Music Educators Association, Texas Commission on the Arts, and the Texas Coalition for Quality Arts Education and its more than 30 member organizations. The Texas Music Project will create meaningful music education programs and funding for state schools that demonstrate both need and a commitment to a rigorous, full-time music education.
- CLIMBING THE CHARTS:** Implementing a public awareness campaign entitled, “Don’t Mess With Texas Music™,” the Texas Music Project will work to increase understanding of music education needs and raise funding through annual CD releases, benefit music performances and individual and corporate support. The series of annual compilation CDs will showcase both well-recognized and emerging Texas talent who share the Texas Music Project’s goal of strengthening music education in Texas schools.
- ON RECORD:** Country music legend Willie Nelson has generously volunteered to support the Texas Music Project initiative by serving as honorary chairman and donating perhaps his best-known blues tune, “Night Life,” recorded with blues man B.B. King, to the first compilation CD, which will be released in September.
- The first CD, titled “Don’t Mess With Texas Music, Volume One,” features a variety of country, rock, blues and soul music from nationally known and emerging Texas artists, including Erykah Badu, The Dixie Chicks, Clint Black, Boz Scaggs, Stevie Ray Vaughan, Delbert McClinton and others, who have contributed songs and performances to the Texas Music Project.
- The “Don’t Mess With Texas Music” CD will be promoted and sold at all Texas Starbucks; Tom Thumb Food and Pharmacy; Randalls Food Markets and Brook Mays Music locations (including H&H and Caldwell Music stores); at CD retailers throughout the state; convention and visitors bureaus; and on the Texas Music Project’s web site, [www.texasmusicproject.org](http://www.texasmusicproject.org). The CD also will be available for use as a fundraiser by local schools and arts, education and music organizations.

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**ON RECORD, continued:** In addition, the Texas Music Project is supported by a network of clubs, music venues, and community festivals and events throughout the state, including Bass Performance Hall, Gilley's and the Gypsy Tea Room in Dallas, Antone's in Austin, Texas, and Gaylord Opryland Texas. This network helps raise awareness and funding for the initiative, while showcasing the talent of Texas musicians.

The Texas Music Project also will rely on support from individual and corporate donors and foundations. To date sponsors include Starbucks, Tom Thumb Food and Pharmacy, Randalls Food Markets, Dell Computer Corporation and Brook Mays Music Company, among others.

**TUNE IN:** For more information about the Texas Music Project, volunteer opportunities, donations or corporate sponsorships, contact Bruce Orr at 214.696.1636 or via email at [bruce@texasmusicproject.com](mailto:bruce@texasmusicproject.com).

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