



## **“DON’T MESS WITH LA MUSICA DE TEJAS” FACT SHEET**

### **WHAT**

A special-edition compilation CD with tracks from the best and brightest Texas Latino talent. “Don’t Mess With La Musica de Tejas” includes songs donated by 17 Texas musicians and will be sold to raise money to fund music programs for Texas schools with high concentrations of Latino children.

The featured artists are Flaco Jimenez, Los Desperadoz, Elida Reyna, Latin Breed, Grupo Vida, Jay Perez, Randy Garibay, Ruben Ramos, Michael Salgado, Del Castillo, Havana NRG, Michelle, Grupo Fantasma, Los Lonely Boys, Patricia Vonne, Sisters Morales, and Henry Brun.

### **WHY**

Research clearly demonstrates that music education provides significant benefits, including an enhancement of all other learning systems, increased reading and math skills, improved problem-solving capability, greater creativity, greater tolerance and an increased understanding of other cultures, lower dropout rates, and more. Schools across Texas are suffering from financial crisis, and music education as well as the other arts are suffering disproportionately.

### **WHO**

The Texas Music Project (TMP) was launched in July 2003 to strengthen and restore music education in Texas schools. To date, TMP has generated more than \$500,000 in publicity for music education, and beginning in September 2004 will contribute more than \$100,000 to music education in Texas schools from 2003 programs. The first compilation album, “Don’t Mess With Texas Music,” received critical acclaim and quickly became the best-selling Texas compilation in history. The Texas Commission on the Arts, the Texas Music Educators Association and the Texas Coalition for Quality Arts Education, are alliance partners of the Social Marketing Resource Center, founding organization of TMP.

The Social Marketing Resource Center – a nonprofit organization that provides unique marketing solutions to nonprofit groups and corporate nonprofit initiatives – founded TMP. The other partners work to determine the music education needs of Texas schools, support fundraising efforts and administer the grants that will be distributed to schools based on need.



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The Texas Music Project and “Don’t Mess With La Musica de Tejas” wouldn’t be possible without the generous support of corporate sponsors:

- Starbucks Coffee
- Dell
- HEB
- Pepsi-Cola Bottling Group
- Brook Mays Music Company
- Qulling, Selander, Cumiskey & Lowds, P.C.
- Gaylord Texan Resort & Convention Center

### **WHERE**

“Don’t Mess With La Musica de Tejas” will be available July 1, 2004, at select Starbucks and HEB locations and wherever CDs are sold. Money from the sale of the CD will benefit music programs in Texas schools with high concentrations of Latino students.

Concerts and events will be held throughout the state in support of the new CD. The first concert related to the release of “Don’t Mess With La Musica de Tejas” will take place Friday, July 2, 2004, at Gilley’s Dallas and will feature Tejano music legend Little Joe y La Familia and Grupo Vida. A portion of the ticket sales will benefit the Texas Music project.

For more information on the Texas Music Project and the Social Marketing Resource Center, contact Bruce Orr at 214-696-1639, or visit [www.texasmusicproject.org](http://www.texasmusicproject.org).



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