



MEDIA ADVISORY

TEXAS MUSIC PROJECT AND STARBUCKS COFFEE HOST COMMUNITY CONCERT FOR MUSIC EDUCATION

Texas Musician Kacy Crowley Tours the State to Rally Community Support for the Texas Music Project

WHAT: In an effort to inspire and rally local support for Texas music education, The Texas Music Project, a new statewide initiative working to strengthen and restore music education in public schools in San Antonio and throughout Texas, and Starbucks Coffee will host the “Music Matters Coffee Concert and Community Rally” in San Antonio on **Tuesday, Nov. 4**. The event will feature live performances by Texas singer/songwriter, Kacy Crowley, as well student musicians from the San Antonio Independent School District.

The San Antonio community concert is part of a four-day, statewide coffeehouse concert tour for the Texas Music Project, which began Monday, Nov. 3, and includes stops in Austin, Dallas and Houston.

WHEN/WHERE: The “Music Matters Coffee Concert and Community Rally” will be hosted on **Nov. 4** from **7 to 9 p.m.** at the following location:

**Starbucks Coffee (The Quarry)
255 Basse Rd., Suite 700
San Antonio, TX 78209**

**PHOTO/
INTERVIEW
OPPORTUNITIES:** Media interviews are available with the following VIPs and Texas Music Project spokespeople:

- **Joel Williams**, city council member (San Antonio)
- **Kacy Crowley**, Texas musician and Texas Music Project artist
- **Bruce Orr**, co-founder and executive director for the Texas Music Project
- **Claudia Ladensohn**, commissioner with the Texas Commission on the Arts
- **Mark Twehues**, director of instrumental music for North East School of the Arts

BACKGROUND: In Texas, an average of 18 cents per student is allocated annually for music education in public schools. The “Music Matters Coffee Concert and Community Rally” will provide the opportunity for local residents to learn more from community leaders about music education and how to help the Texas Music Project and others safeguard and strengthen music education programs in San Antonio-area public schools.

A key fundraising element of the Texas Music Project is the “Don’t Mess with Texas Music™” compilation CD, which was released on Sept. 1, 2003. Developed to raise funds for public school music education programs, the CD is being sold at Starbucks and other retail locations throughout the state. The CD features 21 Texas musicians who have donated songs cost-free to the Texas Music Project, including honorary chairman Willie Nelson, Kacy Crowley, Boz Scaggs, The Dixie Chicks, Erykah Badu and others.

Led by the Social Marketing Resource Center, a 501 (c) (3) non-profit organization, the Texas Music Project 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 the Texas Music Project (www.texasmusicproject.org), the “Music Matters” concert series, or to schedule interviews with participating VIPs or spokespeople, please contact:

Brooke Barrett
Fleishman-Hillard
214.665.1304
barrettb@fleishman.com

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