

HEID MUSIC

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ALMOND-BANCROFT MUSIC PROGRAM AWARDED SCHOOL OF THE MONTH Music Program Marked by Growth and Community Involvement

Appleton, Wis. (Apr. 1, 2018) – Heid Music has named the Almond-Bancroft Music Program as "School of the Month" for April 2018.

Now at 20 members, the music program has grown in membership and performance excellence over the years. In addition to its students performing advanced, Class A music, the ensemble has received "superior" ratings from festival judges. Individual students have proven their skills through advanced Solo & Ensemble performances, selections for a State Honors Band membership and participation in the Wisconsin School Music Association State Honors Project.

Band Director Mary Nowinski said, "Playing music is a way to learn valuable life skills, such as patience, commitment, problem-solving, creativity, teamwork, leadership and confidence." She went on to say, "These young musicians are given a chance to explore music as an art form. The beauty they're able to create enriches their own lives and the lives of their audiences."

The band members of Almond-Bancroft stick to a busy schedule of football and basketball pep band performances, as well as maintaining a long-standing relationship with their community. The band marches in both the Almond Tater Toot Parade and the Bancroft Good Old Days Parade each summer, and collaborates with the local Veterans of Foreign Wars Post to participate in community Memorial Day and Veterans Day events. It is through participation in events like these that the band members hope to serve as role models for aspiring band members.

About the School of the Month Program

Heid Music's School of the Month program was created as a way to spotlight excelling music programs throughout Wisconsin and Upper Michigan, and to congratulate student musicians and music educators on their hard work and dedication to their musicianship and music programs.

“As a local, family-owned music resource we believe it is important to identify and commend both students and teachers for supporting and enhancing music education and sharing the gift of music with their communities,” said Todd Heid, president and third-generation owner of Heid Music.

Research shows music can have a powerful impact on a young person’s education. According to the NAMM Foundation, 87 percent of teachers and 79 percent of parents strongly believe music education has a positive impact on overall academic performance. A Harris Interactive Poll also found that schools with high-quality music education programs had graduation rates in excess of 90 percent and attendance rates of nearly 94 percent.

School of the Month recipients receive a commemorative award, along with recognition in all five Heid Music stores and across its social media platforms. In addition, selected schools receive vouchers to give to students for music product savings and instrument repair services, and are given school credit to help maximize music department budgets.

To learn more about the School of the Month program, visit HeidMusic.com/about/school-of-the-month. To nominate a deserving school for its achievement in music education, email events@heidmusic.com.

About Heid Music

For three generations spanning nearly 70 years, Heid Music has been a community music resource, aimed at educating and entertaining students and musicians in all things music. Its goal is to bring music to communities and students through sponsorships and performer partnerships. With locations in Appleton, Green Bay, Madison, Oshkosh and Wisconsin Rapids, Wis., Heid Music offers an array of new and used instruments for sale or rent, including band and orchestra instruments, acoustic and digital pianos, guitars and drums, and much more. Featuring Wisconsin’s largest selection of sheet music, Heid Music also carries a variety of amps, accessories and gift items, offers private and group lessons, and provides instrument repair services. Visit HeidMusic.com for more information or to purchase instruments and accessories.

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