

HEID MUSIC

FOR IMMEDIATE RELEASE

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KROMREY MIDDLE SCHOOL MUSIC PROGRAM AWARDED SCHOOL OF THE MONTH Local Middle School Music Program Recognized for Program Growth and Development

Appleton, Wis. (Mar. 1, 2018) – The Kromrey Middle School Music Program has been announced as Heid Music’s School of the Month for March 2018. Various factors played a role in Kromrey Middle School’s nomination, including program growth, student involvement, significant achievements, ability to overcome adversity and community relationships.

This year, Kromrey Middle School is seeing its highest number of participating band students, with over 160 students in the fifth-grade band and 135 students in the seventh-grade band. Eighth-grade band members are given the unique opportunity to attend band class every other day so as to add an elective music unit to their schedules. These units include Jazz Ensemble, World Drumming, Percussion Ensemble, Learning a New Instrument, Chamber Music, STOMP/Found Percussion, Conducting and Composing.

“The Kromrey Middle School Music Program provides endless opportunities for an eager community of learners to grow a lifelong love of making music,” said Darlayne Coughlin, director of the Kromrey Middle School Band. She added, “The band is active year round, through seasonal concerts, program fundraisers, festival performances, field trips, pep band performances at school athletic events, and community service.

Through a unique partnership with local nonprofit St. Luke’s Health System, the eighth graders of Kromrey Middle School band have the opportunity to perform each spring for the senior citizens in the community. The students bring their solo and ensemble pieces, jazz favorites and pep band tunes to thank the community for its support of the school and the city.

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 Marketing@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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