

HEID MUSIC

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FOR IMMEDIATE RELEASE

HEID MUSIC'S SCHOOL OF THE MONTH RECOGNIZES LOCAL MUSIC PROGRAMS Laconia High School band program awarded for student involvement

Appleton, Wis., (Oct. 18, 2017) –Laconia High School has been named Heid Music's School of the Month for October, thanks to its outstanding student involvement in the school band program and the local community.

"Music education is being emphasized not only at the high-school level but also within our communities. Laconia High School does a fantastic job of encouraging students to pursue music in the classroom as well as use their talents to spread the joy of music locally," said DeDe Heid, executive vice president at Heid Music.

Laconia High School has nearly 50% of their overall school enrollment engaged in music education. Students can get involved by participating in pep band, jazz band, a polka band and two concert bands — all offered through Laconia's band program. The students' engagement is spread out from local parades to traveling throughout the U.S. to perform at various events. One notable way these high-school students impact their community is through their annual performance at the senior citizens "prom."



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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