

HEID MUSIC

FOR IMMEDIATE RELEASE

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HEID MUSIC WILL GIVE AWAY NEARLY \$20,000 IN PRIZES FOR LOCAL MUSIC PROGRAMS IN MARCH

Madison, Wis. (February 20, 2022) — March is Music in our Schools Month – a national effort to bring awareness to the need for music education in schools.

While music education is a year-round initiative for us and our partners, we're thankful that we're able to beat this drum a little louder in March.

Psychology Today reported that “students who participate in music-related activities between grades 7-12 achieve significantly higher scores on science, math and English exams in high school than non-musical classmates.”

The National Association for Music Education stated that “schools with music programs have an estimated 90.2% graduation rate and 93.9% attendance rate compared to schools without music education, which average 72.9% graduation and 84.9% attendance.”

“We need to focus on creating a well-rounded education and providing curriculum that contributes to academic success along with social and emotional well-being; exactly what music and arts education supports. In a time where things are chaotic, we need to lean in to how transformative and inclusive music allows students to be. Music engages both the right and left sides of the brain, it also builds on teamwork, problem solving and communication skills.” says Heid Music Executive Vice President, DeDe Heid

Big 10+ Contest Returns for 2022

To celebrate Music in Our Schools Month, Heid Music is challenging local music directors, their students and community members to get creative. Photo submissions showcasing how music education has impacted them can be submitted at HeidMusic.com/Big10Plus throughout the month of March. At the conclusion of the contest on March 31, 2022, the music program with the most cumulative votes will receive first pick of this year's prizes. Thanks to our generous sponsors, we have 26 prizes valued at nearly \$20,000 ready to give to contest winners! While this is a contest, it is also a way for school music programs in Wisconsin to band together as part of

Wisconsin Music Strong to tell the important story of what music education means to them and collectively why we must nurture it.

About Heid Music

For three generations spanning nearly 75 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 Stevens Point, 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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