

LARGO VISTA^{INC.}

ENTERTAINMENT

“MUSIC MOVES™”

Written By Kurt Wilson and Susie Ruffner
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INFO SHEET

- WHAT:** Program for supporting music education in public schools by partnering with business community through Corporate Social Responsibility (CSR) initiatives. Production of annual concert. Proceeds from the concert will benefit music education programs in the Santa Clarita Valley.
- WHO:** Performance by Kiko Vargas and the Sonora Show – a well known “Cumbia” band that performs regularly at venues such as the famous Conga Room in Los Angeles. Kiko Vargas is a huge supporter of music education, and by having him perform also provides the ability to promote multi cultural music to not only the students and their families but all of the resident of the Santa Clarita Valley. Each year a different genre of music will be selected, but in all cases members of the GVHS and other HS bands will perform.
- WHERE:** Golden Valley Gym Santa Clarita, CA
- WHEN:** May 31, 2013 starting at 7pm.
- WHY:** To raise awareness of the need to support music programs in public schools. In order for our band programs to survive it is necessary to become self sufficient and finds ways to generate the income needed to keep the programs functioning. This year proceeds from the event will benefit the Golden Valley Honors Bands, as well the Golden Valley Bands.
- HOW:** A consortium of entertainment professionals, community leaders and music educators come together to produce a much needed project.
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SUMMARY:

“Music Moves” is a sustainable program to underwrite music education in public schools by partnering with the business community through Corporate Social Responsibility (CSR) initiatives.

Traditionally high school band programs survive by holding fundraising events as well as charging “band fees” to students. The band fees typically generate about 60% of the annual budget needed to operate the band program. Over the years band fees have been increasingly difficult to charge and to collect. As a result, a group of band parents, music teachers and alumni band parents decided to take action.

Thus “Music Moves” was born. The name was created by Kurt Wilson (alumni band parent) “to evoke a double meaning; music moves people emotionally as well as in life – moving them forward and becoming productive citizens”...

The question remained; how can we produce an event or events that will make us stand apart from the typical “high school fundraiser”?

With the great advice from Stan Aaronson (S. M. Aaronson Marketing), Susie Ruffner (GVHS band parent) Roger Brooks (GVHS Music Director) and Hector Juarez (GVHS Assistant Band Director) we agreed that supporting music education in public schools should not be limited to just band parents. Many documented studies show that children who study music and participate in school music programs are more adept at math, physics and science studies – and are more likely to attend university and earn degrees – *a high return on investment for our communities to produce a well educated workforce...*

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