

# **FOR IMMEDIATE RELEASE** For Further Information:

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## **PRESS RELEASE**

### **Percussion Marketing Council Announces Percussion In The Schools 20/10 Dealer Promotion With Red Hot Chili Peppers Drummer, Chad Smith**

**January 15, 2010 Anaheim, CA** - The Percussion Marketing Council (PMC) in conjunction with Red Hot Chili Peppers Drummer Chad Smith, is pleased to announce the 20/10 Percussion In The Schools (PITS) Dealer program for 2010.

During a Press Conference held in conjunction with the NAMM show in Anaheim, CA, PMC Officers and celebrity-drummer Chad Smith announced the formation of a PMC program expansion that will allow NAMM retail music dealers to nominate a school district for receiving and hosting a Chad Smith all-school percussion assembly. The program expansion is targeted to junior high and high school audiences in the dealer's local market. Music retailers will nominate their local school district for the nationally promoted event indicating why their school district should host the PITS/Chad Smith event. All electronic nominations of 300 words or less can be submitted to a special PMC E-mail address [WinChad1@aol.com](mailto:WinChad1@aol.com). All dealer school nominations should include complete school contact and student population information about the school. The PMC's Executive Committee's review of each submission will result in awarding one school a Chad Smith Educational appearance based on the recommendation of the dealer. Deadline for submissions is February 26, 2010. The winning school will be announced April 15, 2010.



*Chad Smith at NAMM press conference*

The current Percussion In The Schools program now carries an additional "20/10" designation, using Smith's international spotlight to enlarge the already successful campaign for all of 2010. The entire PMC program campaign is slated to produce 20 or more in-school educational percussion concerts through the PMC's official facilitator ranks and will reach over 10,000 elementary, middle school and junior high school students. Through a generous grant from the NAMM Foundation, the PMC has been able to grow this program consistently since its launch in 2007. The PMC's utilization of Chad Smith, a multi-Grammy Award-winning platinum-selling recording artist and all-around drumming industry ambassador, will bring international attention to this PMC program. With a mission in connecting music retailers, schools and students seeking a first-time drumming experience, the benefits of this market development initiative will

be felt through the percussion and music products industry.

**Chad Smith** is best known as being the longtime drummer of the L.A. based rock band, the Red Hot Chili Peppers. Since 1988 the Peppers have released nine studio records, won international acclaim including multiple Grammy and MTV honors, and recently were nominated to be inducted in the Rock and Roll Hall of Fame. Chad has one numerous drum magazine awards polls and has released four instructional DVDs. Last year Chad played for the hard rock super-group Chickenfoot and instrumental band, Chad Smith's Bombastic Meatbats. He is currently working on a new Chili Pepper record.

**Percussion in the Schools (PITS)**, Launched in 2007, continues to be one of the PMC's most successful outreach in-school activities. As a result of the NAMM Foundation's continued support and funding of this program through the PMC, the educational interactive program has annually developed the number of schools where in-school general assembly concert programs are conducted under the direction of PMC approved regional facilitators. The three year matching-grant school-hosted program totals indicate educational percussion concerts conducted in 41 schools and 12 libraries, connecting with over 20,000 students, at a cost to the PMC of 65 cents per student.

**Percussion Marketing Council (PMC)** The PMC is the percussion industry's official trade association comprised of members representing the manufacturing, distribution and publishing facets of the percussion world. Founded in 1995, the non-profit all volunteer organization consists of an Executive Committee and Advisory Board dedicated to increasing public awareness of drums and drumming while creating educational and market development programs and campaigns which reach all audiences and benefit music retail merchants in all regions. The PMC has been a consistent recipient of the NAMM Foundation, receiving annual funding for the Percussion in the Schools program and other music making campaigns and initiatives.

**Members of the Percussion Marketing Council include:**

*Alfred Publishing, Cleavelander Drum Company, Drum Business Magazine, DRUM!, Ethnomusic, Inc, Gibraltar Hardware, Gretsch Drums, Hal Leonard Corporation, Hudson Music, KMC Music, KoSA Educational, Latin Percussion, Los Cabos Drum Sticks, May International, Modern Drummer Magazine, Musicorp, Music With Colors, Pro Mark, Progressive Music Center, Regal Tip-Calato, Remo, Inc. Roland, Sabian, Inc. Taya Drums, Toca Percussion, Traps, The Art of Drumming Magazine, Universal Percussion, Vic Firth Percussion, Whacky Music-Boom Whackers, Yamaha, Zildjian.*

**For further information about the Percussion Marketing Council and programs:**

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