

For Immediate Release!



CONTACT: (your name, email and phone number)

## **“PLAYDRUMS!” FREE 5-MINUTE DRUM LESSONS OFFERED BY (STORE/TEACHER NAME)**

(Program Coordinator/Owner) has announced that (Store/Teacher Name) will offer a series of free, five-minute, beginning drumset (and/or) conga drum lessons on (day) from (time) to (time) at (location). The program is being presented as a community service and is aimed at bringing the fun and benefits of recreational music making to children of all ages. Recent studies have shown that music participation can play an important role in enhancing mental, emotional, physical, cultural and social wellness and drumming remains one of the most accessible, affordable and fundamental forms of music making.

Recommended by leading music education organizations and developed in conjunction with respected percussionists and educators, Jim Greiner (congas) and Dom Famularo (drumset), PlayDrums! combines a brief introduction to drums, drummers and drumming with a hands-on lesson taught by a qualified, local instructor. The goal of the program is to give each student enough knowledge and technique so that he or she can drum along with a simple song by the end of the lesson— providing a positive experience for the first-time player that will encourage them to continue playing music throughout their lives.

Presented by (Store/Teacher Name) in conjunction with the Percussion Marketing Council and NAMM (The International Music Products Association), PlayDrums! lessons are free and open to all ages, although children under 12 must be accompanied by a adult. For more information please contact (Program Coordinator/Owner) at (Store/Studio Name), (address, phone, fax, e-mail) or go online at (web-site address). Space is limited so sign-up today!

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