

# THE Fender® CENTER



*A California Musical Treasure!*

**FOR IMMEDIATE RELEASE**

## **STEVE MILLER SALUTES CAMPAIGN 800 DONORS**

Steve Miller of *The Steve Miller Band* hosts Campaign 800 donors at an exclusive backstage dinner, sound check and concert at the Pacific Amphitheatre August 1<sup>st</sup>. He is a long-time supporter and advocate of Southern California's *hippest music school*—Fender Center.

CORONA, Calif. (August 1, 2009) – Legendary artist and performer Steve Miller is a **Fender Center Champion Artist** for the Kids Rock Free® music education for children. For ten years, 10,000 kids, ages 7 – 17, have been taught to play guitar, keyboard, drum and bass. Add the vocal classes and you have the Combo Bands that you see performing at community events. Each time Steve Miller performs at the Fender Center TLC amphitheatre he invites Kids Rock Free® (KRF) band members on stage to play with him. There is no program around that can compare to the kind of opportunity that our students enjoy. Steve Miller has donated and helped raise over \$200,000 for the free and low-cost music education KRF program he admires. Now, he is inviting community leaders to support **CAMPAIGN 800**, a platform to enroll the additional 800 children currently on the waiting list into KRF lessons. At a time when California is drastically cutting public school music programs, Fender Center is expanding to address the growing need!

Steve Miller writes, "In my opinion the Fender Museum and Music school is the best designed and operated community music program in the Country. It was built for a reasonable amount of money, it is self-sustaining and it focuses on teaching music by involving parents and children in a way that inspires and rewards good work. That is why I have performed three benefit concerts for the school and donated substantially to the program. It works. It is the best community project I've ever seen and is a model for the rest of the country to emulate. If programs like the Experience Music Project in Seattle and the Rock Hall of Fame in Cleveland had used their funding the way the Fender School has there would be 300 community music centers in the country today. There isn't a finer community music program anywhere in the world and if you care about music education you should come to the school and see for yourself what can be done with a reasonable budget, intelligent design and a committed community."

Enthusiastic donors answered the **CAMPAIGN 800** call and presented Steve Miller with their pledged contributions, the evening netted over \$500,000 for Kids Rock Free®. Steve graciously thanked the new donors, signed and decorated guitars with his special flourish for them and posed for a picture with each of them. Debbie Shuck, Executive Director of the Fender Center, thanked Steve Miller for generating this enthusiasm for **CAMPAIGN 800** and Fender Center's music education program. During the concert, Steve took time to address his audience of 10,000 under the stars at the Costa Mesa, CA Pacific Amphitheatre. Steve saluted the excellent music school and valuable guitar collection at the Fender Center and Museum. He followed it up with a beautifully sung tribute to Director Debbie Shuck for the work she is doing in **CAMPAIGN 800** to finance the future of this efficient, proven music education program.

**CAMPAIGN 800** is an invitation to people passionate about music education and youth development to support this effective program. Music education has repeatedly been proven to raise test scores and build confidence. "Students with band and orchestra experience attend college at a rate twice the national average" (Bands Across the USA). Riverside County faces very difficult times with double digit unemployment, foreclosure rates that are the third highest in the nation and a state budget crisis that endangers our education system. **CAMPAIGN 800** is a commitment to our children and families that their future is important. Fender Center wants to use its building and proven success to open its doors to any young child with interest and talent for music regardless of academic grades, past training or capacity to pay. With the current social and economic strains on families, we expect that over 70% of our new students are in need of scholarships. The funds that Steve Miller is helping to raise will be directed to increasing the Center's capacity to serve more children with free and low-cost music lessons using the existing building and classrooms. More supporters are needed to reach all children in need. The benefits will be realized in the preparation of tomorrow's adults to be better equipped for success in school and their careers.

Other supporters include The John F. Kennedy Center for the Performing Arts. Kennedy Center mentor, Jens Moe, an arts management and marketing guru, is helping Fender Center and Inland Empire's music education to thrive in these challenging economic times. As a result, a cadre of Fender Center *Champions* is being assembled to celebrate and elevate the free and low-cost music education program. "With so many schools deleting music from

their curriculum, the Fender Center is filling a huge void making music accessible and affordable. It is absolutely fantastic that youth have an affordable place to study all types of music from rock to classical. Without music in my life as a kid I may have taken a wrong turn," said Paul Rodgers, legendary singer, songwriter, and multi-instrumentalist of *Bad Company*, *The Firm* (with Jimmy Page), solo and now with *Queen* and Fender Center Champion.

Riverside County 2<sup>nd</sup> District Supervisor John Tavaglione is the Chairman of **CAMPAIGN 800**. Supervisor Tavaglione has performed at The Fender Center with his classic rock band, The Legendary Mustangs, in support of the music education program. The **CAMPAIGN 800** Board also includes Jeff Bennett, Cool Tube, Mike Kerr, The Bluestone Communities and Eugene Montanez, Corona City Council. This three-year campaign encompasses special events, concerts and watching the donation meter rise. Go to [www.Campaign800.org](http://www.Campaign800.org) to see who else is a Fender Center Champion and to donate today. The **CAMPAIGN 800** Concert Series schedule coming soon.

#### **ABOUT KIDS ROCK FREE®:**

More than 10,000 children have experienced the joy of creating music through the Kids Rock Free® music education program. The lessons are provided to any and all kids at no or low cost. Guitar, keyboard, drums, bass and voice are currently offered. The classes are taught by experienced teachers. Donations are needed to increase the number of sessions offered, expand the variety and depth of classes and complete the build-out the much needed rooms within the center to accommodate the constant and ever-growing demand for the Kids Rock Free® Program.

#### **ABOUT THE FENDER CENTER/MUSEUM:**

The Fender Center for Music Education is a non-profit center dedicated to the music education of children. The 33,000-square-foot building is located at 365 N. Main Street, in Corona, CA. Run by the Fender Museum of the Arts Foundation, a 501 (c) 3 corporation, the board is made up of civic leaders, elected officials, and business leaders from the Riverside County and Orange Country regions. The main focus of the Center is to provide music education to children at no or low cost. Music education has been drastically reduced due to money constraints in the public education system. The Fender Center endeavors to bridge that gap by providing an innovative and caring environment for children to explore the world of music performance. Numerous studies have shown that children, who incorporate music into their education, perform better in math and science by a staggering 30%. Additionally, children attain a higher degree of personal confidence and a greater sense of accomplishment compared to non-music students.

The Fender Center conducts events throughout the year to bring musical experiences to the general public and raise funds to continue the important work of music education. Contained within the Center, the FM Studio, professionally equipped and staffed, records the kids' performances. FM Studio is available for commercial use and audio recording. The Center also houses a world class museum, performance venues, classrooms, meeting and banquet facilities. Additional information can be obtained at [www.fendermuseum.com](http://www.fendermuseum.com).

###

Media Contact: Debbie Shuck (Fender Center Museum) (951) 735-2440 ext. 200 [dshuck@fendermuseum.com](mailto:dshuck@fendermuseum.com)

© 2009 FMIC. Fender®, Stratocaster®, Strat®, Telecaster®, Tele®, Precision Bass®, P Bass®, Jazz Bass®, J Bass®, and the distinctive headstock designs commonly found on these guitars are trademarks of Fender Musical Instruments Corporation. All rights reserved.