

New television PSA released to celebrate 4th annual Music Monday
Coalition for Music Education in Canada's national concert celebrating music education
going international

TORONTO, March 27, 2008 – The Coalition for Music Education (the Coalition) today released a new 30-second television PSA to launch the fourth annual Music Monday. Music Monday takes place on the first Monday of May each year to celebrate the importance of music in our lives and in our schools. On Monday, May 5, 2008 hundreds of thousands of students, teachers, parents, professional and community musicians and music organizations from across Canada will unite for a nation-wide simultaneous concert by performing the same song at the exact same time galvanizing the country through song and instrumental performance.

“The core idea behind this PSA was developed from the poster we designed for Music Monday, forming a map of Canada out of musical notes. With help from our partners at 4stroke Animation and Design Studio and Pirate Radio and Television, we designed a highly innovative visual voyage. It demonstrates the birth of music, the power it can have in one's life and even how music can bring an entire country together,” says Doug Robinson, Creative Director, doug agency.

The animated 30-second spot includes an original soundtrack composed by Ari Posner of Pirate and recorded by CBC Radio with Canada's National Arts Centre Orchestra performing under the baton of Alexander Mickelthwate, the Music Director of the Winnipeg Symphony Orchestra.

“Canada's National Arts Centre has supported and promoted Music Monday since its inception in 2005 by broadcasting the flagship event from the NAC. We are thrilled to be continuing this support for the important work of the Coalition by providing the live soundtrack for the animated PSA. We thank the Ottawa-Gatineau Musicians Association (Local 180), IATSE (Local 471), CBC Radio as well as conductor Alexander Mickelthwate and the musicians of the NAC Orchestra for coming together to enable this recording,” says Christopher Deacon, Managing Director of the NAC Orchestra.

The spot will also be adapted for the U.S. where NAMM, the trade association of the international music products industry, will host America's first-ever “Wanna Play Music Week?” from May 5 – 9, 2008. Musicians, music organizations and music lovers will kick off the week by joining in Canada's Music Monday celebration on May 5 to create the first-ever North American event.

“We're so grateful to the extraordinary people and organizations who donated their time and talent to this project. In many ways, the story of the making of this spot is the very epitome of what Music Monday is all about – the power of music to draw people together, work with a collaborative spirit, and share a lot of joy,” says Ingrid Whyte, executive director of the Coalition for Music Education in Canada.

To view or download the spot (in English or French) or for more information about Music Monday or the Coalition for Music Education in Canada visit www.musicmonday.ca.

About the Coalition for Music Education in Canada

The Coalition for Music Education in Canada advocates for the contribution that music education makes in the lives of all Canadians. We believe that music is key – in learning and in life. It is our goal is to see that all children have a quality program in music through their schools. For more information, please visit our website at: www.weallneedmusic.ca.

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For more information, please contact:
Laurie Weir, TRILLIUM Corporate Communications Inc.
416-322-3030 ext. 239
laurie@trilliumpr.com