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FOR IMMEDIATE RELEASE

CHEVROLET JOINS CMA AND THE CMA FOUNDATION TO SUPPORT MUSIC EDUCATION



Pictured (kneeling, L-R): Notes For Notes participants Will Flores and Cameron Cassel; (row 2, L-R): Sarah Trahern, CMA Chief Executive Officer; Joe Galante, CMA Foundation Board Chairman; Julian Lee, Notes For Notes Dir. of M.A.T.H; Jen Hodges and Mary-Grace Williams, Notes for Notes students; Damon Whiteside, CMA SVP of Marketing and Strategic Partnerships; Mike Weidman, Chevrolet National Promotions Manager. (back row, l-r) Jarrad James; Rod Hare, Co-Founder and Board Chairman of Notes For Notes; Jayda Carlton and Sentwan Gooch, Notes For Notes; Phillip Gilley, Co-Founder and CEO of Notes For Notes; Miles Slay, Notes For Notes student

CMA's Multi-Year Commitment to Notes For Notes Provides Funding for Five Recording Studios in Boys and Girls Clubs Across the U.S.; Chevrolet to Support Construction in Detroit

NASHVILLE – CMA and the CMA Foundation shine a national spotlight on music education during CMA Awards Week by announcing a partnership with Notes for Notes® to help construct music studios in Boys and Girls Club facilities across the U.S. CMA's longtime partner, Chevrolet, the Official Ride of Country Music, is contributing additional funds to support the construction of a Notes for Notes studio in Detroit, Mich.

“The CMA Foundation is beyond excited to launch our first multi-city investment with the Notes for Notes organization,” said **Joe Galante**, chair of the CMA Foundation Board of Directors. “Just as we did, Chevy saw a tremendous opportunity to support an organization making a difference in their hometown through music education.”

“As we prepare to celebrate our top-notch creative contributors it is important to be mindful of the next generation of musicians, artists, songwriters, and music fans,” said **Sarah Trahern**, CMA Chief Executive Officer. “Providing these children access to instruments and music professionals to develop their skills and gain an appreciation for music is an important part of our mission.”

The CMA Foundation donated \$20,000 to the Nashville Notes for Notes chapter in 2014 and has committed \$375,000 to expand the program in 2015 to chapters in Atlanta, Austin, Brooklyn, Detroit, and San Francisco. Chevrolet has committed an additional \$25,000 for the auto manufacturer's hometown, Detroit.

Philip Gilley, CEO/co-founder of Notes for Notes said, "In 2011, we expanded to Nashville and just knew there was something special in this town. The CMA Foundation has once again proven that, and with their mission and the generous spirit of the Country Music community, we are taking Notes for Notes to a whole new level!"

Notes for Notes is dedicated to providing young people with free access to musical instruments and instruction in a professional recording studio environment, which has a profoundly positive influence in their lives. Notes for Notes builds, equips, and staffs after-school studios, which are safe, creative environments for youth to explore, create, and record music for free.

"Notes for Notes is the first stop for many youth when they want to explore music but the moment they walk through the door they instantly feel that it is so much more, a community where they can collaborate, share and freely express themselves through music," Gilley said.

Chevrolet is further supporting music education by highlighting the partnership during "The 48th Annual CMA Awards," Wednesday, Nov. 5 (8:00-11:00 PM/ET) on the ABC Television Network. The segment will emphasize Chevrolet's involvement with the program, sharing the company's passion for music and the importance of fostering the dreams of young musicians.

"Chevrolet has deep musical roots so it makes sense that we'd come together with CMA to support music education here in Detroit," said **Paul Edwards**, U.S. Vice President, Chevrolet. "Through this program we could be supporting the next in a long line of great artists from our hometown."

"Chevrolet has traditionally been a valued partner," said Trahern. "To have them join us in raising funds for music education through a partnership with the CMA Foundation proves how committed they are to our artists and the programs that are important to our community."

Studies show students who participate in the arts are more likely to graduate. Chevrolet, recognizing the importance of music education in keeping kids in school, felt compelled to join CMA and the CMA Foundation in furthering this initiative with a national platform on the CMA Awards.

To date, the CMA Foundation has awarded more than \$10 million to organizations that support music education across the United States. The funds are donated on behalf of the artists who support CMA Music Festival each June, meeting fans and performing for free.

CMA created the nonprofit (501C3) CMA Foundation in 2011. The Foundation exists to provide financial support to worthwhile causes that are important to CMA and the Country Music community. The group places special emphasis on serving the needs of CMA's core constituents and nonprofit organizations with initiatives that preserve the legacy of the format, support music education, and respond to other needs identified by CMA.

Chevrolet™ is the Official Ride of Country Music.