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MEDIA CONTACT:

Marissa Ferrari

(803) 396-3242

marissa_ferrari@muzak.com



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MUZAK AND CHARLOTTE CHECKERS TEAM UP TO BRING MUSIC EDUCATION TO TEENS

Students Get Inside Look at Music Industry with Muzak Heart & Soul Foundation

Charlotte, NC – This summer, 32 students from around the country will meet music industry moguls in dozens of Los Angeles entertainment hot spots. This Friday, the Charlotte Checkers will sharpen their skates to help these teens carve out a new career path in the music business.

3318 Lakemont Blvd.
Fort Mill, SC 29708
800 300.3341 Tel
803 396.3095 Fax
www.muzak.com

The Charlotte Checkers are teaming up with the Muzak Heart & Soul Foundation, whose mission is to redefine and expand the scope of music education for students ages 15 – 17. Heart & Soul's key program is Noise!, a two-week summer camp for teens who long to understand and someday be a part of the music industry. A portion of the Checkers ticket and "Chuck-A-Puck" contest proceeds will help send students to Noise!, which is free to all participants.

"The Muzak Heart & Soul Foundation has a winning record when it comes to helping kids make their dreams a reality," says Mark Makowski, Charlotte Checkers. "So many high school students are passionate about music, but not every one can be the next Justin Timberlake. Heart & Soul helps really talented kids see that there are other ways to work in the music business—and gives them the tools to get started in dozens of hot careers."

"We jumped at the chance to partner with the Charlotte Checkers," says Neely Vasher, Heart & Soul Coordinator. "So many Charlotte-area families love Checkers hockey, and their child may be a perfect Noise! candidate. We're thrilled that the Checkers can help connect more families with the unique music education opportunity that Noise! provides."

The Charlotte Checkers will face off against the South Carolina Stingrays. The game begins at 7:30pm at Bobcats Arena. For more game information, please visit www.gocheckers.com.

The Muzak Heart & Soul foundation was established in 1998 by Muzak, the world's leading business music and messaging provider. Muzak believes in the power of music to change lives. The Foundation's mission is to redefine and expand the scope of music education. Heart & Soul helps students turn their passion for music into real world opportunities—by providing teens with new and exciting programs focused on all aspects of the music business. To learn more about the Muzak Heart & Soul Foundation, please visit www.heart.muzak.com.

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