

## **Accomplished Canadians champion music education in new radio PSAs** The Coalition for Music Education in Canada launches national campaign

**TORONTO, September 27, 2007** – The Coalition for Music Education in Canada today launched a series of new radio Public Service Announcements (PSAs) as part of its Champions campaign in support of music education. The new phase of the campaign includes high profile Canadians who are at the peaks of their careers and have a joy and passion for music.

“The spots are cleverly based on children’s poetry and emphasize, in a very creative way, the need to ensure music stays in schools, particularly at a young age,” says Ingrid Whyte, executive director of the Coalition for Music Education in Canada. “The endorsement for music education from such accomplished Canadians, who attribute music as a factor in their success, demonstrates the role that music can play in shaping and enriching the lives of young people.”

Joining the Coalition’s terrific Champions roster of more than 30 musicians, the new PSAs feature 30 second recordings from:

- Karen Kain, Artistic Director of the National Ballet of Canada and Chair of the Canada Council for the Arts
- Bob Ezrin, Chairman of Artist Nation Recordings Group and legendary music producer
- Jim Hopson, CEO of the Saskatchewan Roughriders
- Rupert Duchesne, President and CEO of Aeroplan
- Dr. Marc Garneau, first Canadian astronaut in space
- Dr. Heather Ross, Director of Cardiac Transplant at Toronto General Hospital
- The Honourable Tommy Banks, Senator and musician

“I agreed to be in this PSA because of my own personal experience of being exposed to music and dance as a child. My parents took me to a performance of Giselle for my eighth birthday: it was an experience I will never forget, and it was what made me decide to become a dancer,” says Karen Kain. “All children should have the same opportunity to experience the arts, which is why I support the Coalition for Music Education in Canada.”

The radio spots were written by Brett Mackenzie of [ihaveanidea.org](http://ihaveanidea.org) and produced by Terry O’Reilly at Pirate Radio and Television ([www.pirate.ca](http://www.pirate.ca)). French adaptation was by Andre Lefebvre and production by Ariane France Smith. The wonderful voices of Fred Napoli and Denis Singh bring the poems to life. All involved donated their time and talent in support of this campaign because of their belief in the Coalition. The Music Industries Association of Canada (MIAC) also assisted with some funding. The PSAs will be played on radio stations across Canada beginning this fall.

The Champions campaign is meant to draw attention to **The National Effort**, an initiative just launched by the Coalition to demonstrate the breadth and depth of support for school music programs across the country. To date, hundreds of organizations and individuals have signed on across the country. Visit [www.weallneedmusic.ca](http://www.weallneedmusic.ca) to become a signatory and show your support for music as a pillar of a good education.

**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](http://www.weallneedmusic.ca).

To download the PSAs and photos of our Champions, please visit [www.weallneedmusic.ca](http://www.weallneedmusic.ca)

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**For more information or to arrange interviews with Ingrid Whyte or the Champions, please contact:**

Laurie Weir / Stephanie Hurley

TRILLIUM Corporate Communications Inc.

416-322-3030 ext. 239 / 231

[laurie@trilliumpr.com](mailto:laurie@trilliumpr.com) / [stephanie@trilliumpr.com](mailto:stephanie@trilliumpr.com)