



PRESS RELEASE

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MUSIC SCHOOL LAUNCHES \$2M “KEYS TO THE FUTURE” CAPITAL CAMPAIGN: \$1 MILLION ALREADY RAISED

May 10, 2010 – The Winchester Community Music School is proud to announce its “Keys to the Future” capital campaign. The official public launch took place at a gala event on Saturday, April 10 where over 200 guests celebrated the future of WCMS. The “Keys to the Future” campaign is a \$2 million dollar fundraising effort and represents the commitment to sustaining and enhancing WCMS’s position as a rich cultural resource through its mission of enhancing the lives of its students and community. The four priorities of the campaign are teaching excellence, tuition assistance, innovative programming, and renewing the “Home for Music.”

At the gala launch party on April 10, Campaign Co-Chairs Debra Hernandez and Bruce Stevens enthusiastically announced that over \$1 million dollars, over 50% of the campaign goal has already been raised through the generosity of a number of leadership donors. The party on April 10 was a festive event filled with music, dancing, and fine food featuring numerous faculty and guest artist performances along with special highlight performances by WCMS students.

The campaign's four priorities are a result of strategic planning which the Music School undertook in 2002. This planning called for maintaining the excellence of the School by retaining and attracting additional outstanding faculty. It prioritized the need to expand the breadth and programmatic offerings to meet the desires of the School's students and families. It highlighted the fundamental need to maintain the School's affordability through increased scholarships and tuition relief, and it raised the need to ensure that the School's facilities meet the changing needs of the students and the community at large. The majority of the campaign funds will help build the endowment of WCMS to ensure the School has continued success.

The Campaign Co-Chairs are both former Trustees of WCMS. They remarked, "We are fortunate to live in a town that provides such strong creative resources in art, music, and theater. We, as former WCMS Trustees and members of the Winchester community, are firmly committed to securing the future of WCMS." The "Keys to the Future" Capital Campaign will continue for the next 18 month in order to secure its goal of \$2 million dollars.

Winchester Community Music School is a non-profit community school of music and is a full member of the National Guild of Community Schools of the Arts. With a faculty of 60 talented teaching artists, the School offers private lessons, classes, ensembles, and workshops from beginning instruction to the pre-professional level to over 850 students each week in classical, jazz, and rock music. Financial gifts of all sizes are appreciated and important to the School. If you would like to make a gift to the WCMS "Keys to the Future" Capital Campaign, please call 781-721-2950 and speak with Laurie Russell, Executive Director.

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