



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

## **Association of Music Parents Launches Major Crowdfunding Campaign in Support of *Marching Beyond Halftime* Documentary Film**

### **Grand Prize Includes Canadian Brass Clinic and Concert at Winning School**

**FISHERS, IN (Feb. 17, 2017)** – High school music programs, music booster organizations and band supporters across the United States are being invited to assist the Association of Music Parents (AMP) with a crowdfunding effort to secure the remaining funds needed for producer/director Sara Flatow to complete her documentary film, *Marching Beyond Halftime* ([www.marchingbeyondhalftime.com](http://www.marchingbeyondhalftime.com)).

According to AMP president Scott McCormick, who serves as an executive producer for the documentary, an “outstanding group of music companies has supported the creation of this documentary by generously contributing to schools or music booster programs prizes valued at over \$50,000 if they participate in the crowdfunding campaign” set to raise a minimum of \$250,000.

Set to launch Friday, Feb. 17 and run through April 14 via the fundraising site for charitable causes - CrowdRise ([www.crowdrise.com/marchingbeyondhalftime](http://www.crowdrise.com/marchingbeyondhalftime)), the “Marching Beyond Halftime” campaign through AMP will seek to engage at least 100 teams including bands, parents, music booster organizations and businesses as they assemble 25 or more people who will raise at least \$100 each, said McCormick.

Those individuals who raise \$100 or more will receive a limited edition movie t-shirt. And for the first 50 groups that raise \$2,500 the prize is even bigger: they get to appear in the movie.

The team that raises the most dollars will win an in-school clinic and concert by the internationally-acclaimed, Grammy-award winning group, Canadian Brass; a partnership made possible by the Canadian Brass and Conn-Selmer, Inc.

“The month of March is ‘Music in Our Schools Month’ (#MIOSM) and Conn-Selmer could not think of a better time to support this crowdfunding campaign and film whose sole purpose is to show the world the importance of music education,” said Mike Kamphuis, Managing Director,

Division of Education at Conn-Selmer. “We are thrilled to be a sponsor of this worthy endeavor.”

The runner-up team will receive a visit from Conn-Selmer’s Vice President of Education, Dr. Tim Lautzenheiser, a much sought-after speaker and clinician.

Sweepstake prizes include: (every team that raises in excess of \$2,500 is eligible)

- One \$5,000 credit from Stanbury Uniforms toward the purchase of uniforms or costumes;
- Two Vandoren brand product credits from Dansr valued at \$1,275 apiece;
- A European Weekend package for two to Paris provided by Encore Tours. The \$2,500 package includes round-trip airfare for two from select US gateways, three nights’ accommodations, and all air taxes, fuel surcharges and hotel taxes;
- One \$2,500 product credit from Directors Showcase International (DSI). The winner may select from a list of product including marching shoes, podiums, carts or other supplies;
- Five sheet music credits from J.W. Pepper valued at \$500 apiece; and
- Three Stanbury Uniform custom digital sublimated parade performance banners with frames, valued at \$900.

At a time when music and arts programs across the country are facing budget cuts or complete elimination, *Marching Beyond Halftime* is a documentary feature film being created to show the benefits of music education in our schools, according to the documentary’s Sara Flatow. It is the world’s first wide release documentary feature on this subject.

The Association of Music Parents is serving as the project’s nonprofit fiscal agent – allowing people to make charitable contributions to the film’s production. More information about the organization may be found at [www.amparents.org](http://www.amparents.org).

For more information on the crowdfunding campaign or the documentary film, please contact: Scott McCormick at 317.968.9808 or [scott@amparents.org](mailto:scott@amparents.org).