

**For Immediate Release
April 26, 2016**

MEDIA RELEASE

Hamilton Music Collective is pleased to announce new partnership with the Matapa Music and Arts Organization to bring internationally renowned world-music artists into AIFEC partner schools and classrooms for workshops and concerts

Hamilton, ON – The Hamilton Music Collective and Matapa Music and Arts Organization are collaborating to promote awareness, skills, and knowledge of global arts traditions through in-class workshops and concerts.

During the last week of April, world music artists Sergio Perere from Brazil, and Zal Sissokho from Senegal will perform and run workshops in five schools where the AIFEC program operates. The week will culminate with a concert at St. Brigid's school on Thursday, April 28th. The concert is open to the entire St. Brigid's student population, where many of the students come from culturally diverse backgrounds. Both organizations believe introducing students to a broader musical repertoire will help the youth with their creative development and self expression.

“Bringing these accomplished world music artists into our AIFEC class rooms is a great way to introduce students to our global community, ethnic music and instruments. In addition, young immigrant students build pride and self-esteem as they see the finest artists from their own community perform in their school in front of their peers.” Says Hamilton Music Collective President Astrid Hepner.

AIFEC is a visionary music project aimed at providing elementary school children in Hamilton's inner-city schools and community centres with the opportunity to learn to play a musical instrument. The program promotes the healthy growth and development of children through the study, practice, and performance of music and builds healthier communities by investing in the positive development of children through music. The AIFEC program was founded in 2009, by the Hamilton Music Collective, with a pilot project at King George elementary school. From that class of 20 students, AIFEC expanded to over 500 children in 10 inner-city schools and community centres.

Matapa is an organization working to celebrate cultural diversity through the presentation of world music and arts, festivals and education, while establishing southern Ontario, specifically Hamilton, as vibrant cultural cities that promote the best in music and arts from around the world. <http://www.matapa.org/home.html>

For more information about An Instrument for Every Child, please visit:
www.aninstrumentforeverychild.ca