



CHANGE THROUGH CULTURE, CULTURE THROUGH CHANGE

For Immediate Release: Friday, October 6, 2020

The Hamilton Music Collective (HMC) moves back into its downtown ‘Headquarters’, the Gasworks and announces the creation of a Cultural Centre at the newly renovated building. Owned and funded by the Voortman Foundation, a long-time supporter of the Hamilton Music Collective’s music initiatives, the building is situated in a prime downtown location and will become a cultural hub that creates barrier free opportunities for people to come together and feel included in their community.

HMC founding sponsor Paul Lloyd has pledged an additional \$250,000 in support of the HMC’s mandate to create an inclusive downtown cultural centre, bringing his total contributions to the Hamilton Music Collective’s programs and initiatives up to \$500,000. *Says Paul Lloyd: “ For me it’s not only about the music, it’s about building self-esteem. The HMC’s An Instrument For Every Child (AIFEC) program nurtures self-confidence and assurance, and helps the children develop important leadership and teamwork skills.”*

In addition, the Ontario Trillium Foundation has awarded the Hamilton Music Collective with a 3-year grant of \$393,000 dedicated to creating and nourishing an environment where music and the music industry in Hamilton is supported and celebrated. Particular emphasis is placed on at-risk youth/children whose families would otherwise not be able to afford quality music instruction and music experiences.

Says HMC Founder and CEO, Astrid Hepner, “We are incredibly grateful to the Voortman Foundation for providing us with this once-in-a-lifetime opportunity. Our mandate is to encourage and support the engagement in culture and to create a dynamic field for the participation in the arts and culture for the young and old alike. We could not have found a better space and location to realize our vision, than the Gasworks.”

The HMC in its new home at the Gasworks will deliver a variety of programs promoting the creative development and empowerment of young people, including the AIFEC program, which is built on the concept that all children, irrespective of economic opportunity, have access to quality music instruction. Over the past ten years, with the support of our community partners and local, regional and international artists, the AIFEC program has provided free, high quality music lessons for over 6000 children who would otherwise never have such an opportunity.

The HMC's/Gasworks' cultural hub will create barrier free opportunities for people to come together and feel included in their community through the delivery of:

- The An Instrument for Every Child Program (AIFEC)
- Diverse music instruction programming
- Innovative music production and technology classes
- 'Music for Mental Wellness' programming
- Public talks and workshops
- Concerts including the highly successful Jazz @ the Gasworks series.

In response to the provincial shut-down of schools in March the HMC instructors quickly responded and produced and shared over 100 instructional videos, moved all lessons to an on-line format and ensured that all students who wished to continue their lessons online had an instrument in their home. With learnings from that change in instructional delivery the AIFEC program is continuing with online teaching this fall. The Gasworks, with the abundance of performance and teaching space will allow us to host our advanced programs safely within provincial guidelines, ensuring that in such a time of crisis we continue to support children and youth with the transformational power of music.

About the Hamilton Music Collective – CHANGE THROUGH CULTURE, CULTURE THROUGH CHANGE

The Hamilton Music Collective (HMC) is a charitable organization that was founded in 2008 by a local group of musicians, educators and community supporters, who are passionate about music and believe in its transformative power to enrich lives and empower students. HMC's mission is to invigorate the music scene in Hamilton through professional live performances, education, events, workshops and exhibits.

Best known for its education initiative, An Instrument For Every Child (AIFEC) removes barriers for ALL students; by encouraging children to participate, awarding grants to cover all program expenses and by providing each participant with his/her own instrument free of charge for the duration of the program. AIFEC's goals are empowerment and accessibility and to enable all children to experience the joy and benefits of playing music, regardless of their socio-economic position.

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