

## MEDIA ALERT

### ***Musical Futures*, presented by The SGA Foundation, Empowers Next Generation of Musicians to Dream Big**

**WHAT** NBA Champion, NBA MVP and NBA Finals MVP Shai Gilgeous-Alexander's **SGA Foundation** and [2K Foundations](#) are teaming up with the [Hamilton Music Collective](#) (HMC) to launch an innovative music program called ***Musical Futures***. Inspired by Hamilton, Ontario's hometown hero, the new after-school program gives Hamilton kids access to the transformative power of music. The initiative is a celebration of Shai's origin story, deep pride in his hometown, passion for music and dedication to empowering kids.

***Musical Futures*** provides hands-on music education to more than 250 students from the East Kiwanis Boys and Girls Club. Led by HMC's team of professional producers, film composers, recording artists, and DJs, the program includes:

- Beat making and digital music (using Ableton)
- Collaborative production and original music recording
- Foundational DJ and live performance skills
- ***Sound for Games and Film***, the program's storytelling-centred course, is focused on composing music, designing sound effects, and creating simple scores for short films, animations, and games. The course connects creative expression with real-world applications in media and technology, and sparks energy, excitement and confidence along the way.

**WHERE** [SoundHaus Studios](#) in Downtown Hamilton, ON

**WHEN** January 2026 - December 2027

**WHY** Music education plays a significant role in the social, emotional and academic growth for children, yet it's being cut from schools across the Greater Toronto Area and Canada. ***Musical Futures*** hopes to inspire and ignite the next generation of creators, change makers and hometown heroes in Hamilton.

Music has always been an important source of personal motivation and a way for Shai to express his authentic style. Shai recently curated [NBA 2K26's Season 1 playlist](#), as the cover star of the game. Did someone say cover star? Billboard just featured Shai as the cover star of their annual Sport Issue in recognition of his musical influence. ***Musical Futures*** is a testament to Shai's deep passion and dedication to music, supporting kids and giving back to his community.

**QUOTES** "Music has always been a huge part of my life," said Shai Gilgeous-Alexander. "Having the chance to help create a program where young people can explore their creativity,

learn new skills, and express themselves through music was important to me.”

“We are excited to work with 2K Foundations and the SGA Foundation to expand access to cutting-edge music education for young people in our community,” said Astrid Hepner, CEO/Founder, Hamilton Music Collective. “This program reflects our shared commitment to equity, creativity, and providing meaningful opportunities for youth to explore their potential.”

## **THE SGA FOUNDATION**

The SGA Foundation is the philanthropic initiative of NBA All-Star Shai Gilgeous-Alexander, focused on creating opportunity for young people through sport, creativity, and community support. Guided by three pillars — Basketball Development, Creative Growth, and Community Care — the foundation helps youth build confidence, explore their identity, and access the tools, resources, and experiences that support their growth and achievement.

## **HAMILTON MUSIC COLLECTIVE**

Founded in 2008, the **Hamilton Music Collective (HMC)** is driven by the belief that all youth deserve access to the transformative power of music. HMC’s mission is to change lives through music by providing accessible, barrier-free education that builds confidence, fosters creativity, and empowers young people. Through its award-winning **An Instrument for Every Child (AIFEC)** program, after-school initiatives, live performances, and community partnerships, HMC delivers inclusive programming that blends social engagement with artistic excellence. Since its launch in 2009, AIFEC has provided more than **10,000 under-resourced elementary students** in Hamilton’s highest-need neighbourhoods with free music education, delivered in partnership with local school boards, the Hamilton Philharmonic Orchestra, and community organizations.

## **2K FOUNDATIONS**

2K Foundations exists to invest in the communities and people that inspire us with their talent and enthusiasm. In turn, we take action to motivate the next generation and provide them with the resources to excel - both in their community and in the classroom.

We elevate communities across the globe by providing resources and experiences built on motivation, collaboration, determination, and teamwork. Through community center renovations, STEM (science, technology, engineering and mathematics) education, mentorship access, and sports programming, we strive to enhance the lives of children in need.

## **ABOUT MUSICAL FUTURES**

*Musical Futures* kicked off its first semester earlier this month with 48 student participants. It will expand to 90 students in the second semester later this year, and operate at full capacity with 130 students annually over the two-year program period.

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