



THE KIMMEL CENTER
ACADEMY OF MUSIC
MERRIAM THEATER

Tweet it!

NEWS: @KimmelCenter receives \$1 million+ towards NEW 5-year #education expansion program w/goal to reach 100,000 #Philadelphia students per year. Thank you to Lenfest Foundation and Dave & Patricia Holveck for knowing #ArtHappensHere

Press Contact:

Lauren Woodard

215-790-5835

lwoodard@kimmelcenter.org

**JUST ANNOUNCED: KIMMEL CENTER TO REACH 100,000
STUDENTS PER YEAR IN PHILADELPHIA AREA WITH
OVER \$1 MILLION GIFTS FOR 5-YEAR EDUCATION EXPANSION**

**Support from Lenfest Foundation and
Dave & Patricia Holveck**

**Kimmel Center Creative Stages Programs & expanded offerings for
2019-20 include instruction in jazz, musical theater, and technology,
plus summer camps, matinees, Teacher Appreciation Program,
and more**

**“In the words of my daughter ‘This was the best experience of my life.’
– Parent of Kimmel Center Creative Stages student**

FOR IMMEDIATE RELEASE (Philadelphia, PA, September 12, 2019) — The Kimmel Center Cultural Campus is thrilled to announce its 5-year Strategic Growth expansion, which will educate, engage, and

inspire 100,000 students each year in the Philadelphia area by year 2023. FREE education programming on the Campus and within the community is 100% supported by contributions, enabling the Center to fulfill its vision to *transform lives daily through the arts* and move forward in its mission to engage the region's diverse communities with art through performance and education.

NEW financial contributions towards the Strategic Growth plan, totaling over \$1 million include: a \$600,000 gift pledged by the Lenfest Foundation towards support of Kimmel Center education over the course of the next three years; and a continuation of a \$640,000 gift from current Board Member and former Chairman of the Board Dave Holveck, who – alongside his wife Patricia – has supported education, particularly the ShowStoppers musical theater program, over his tenure since 2014. The \$1 million Strategic Growth plan investment will be doubled to \$2 million by year five.

“As the region’s largest performing arts center, we are dedicated to mentoring and inspiring the region’s next generation of artists, decision-makers, and community-members that make up the fabric of our great city,” said Anne Ewers, President & CEO of the Kimmel Center for the Performing Arts. “We are doubling our investment in education initiatives, growing our reach in a transformative way for the city’s youth. These gifts are nothing short of amazing. We are grateful to our community partners and fellow arts lovers for their support and commitment to our 5-year Education Strategic Plan for Growth; together we will continue to sow seeds for young artists and arts lovers that can grow for a lifetime.”

Working with the School District of Philadelphia, the Kimmel Center is a compelling partner to organizations throughout the city. The Kimmel Center’s offerings – held in the world-class facilities on the Cultural Campus, as well as within a variety of classrooms and learning centers across the Greater Philadelphia area – explore a range of musical & artistic genres, including jazz, musical theater, and technology, providing additional support such as performance matinees, Teacher Appreciation Program events, and more.

“With the new, ambitious program, we will grow the Kimmel Center’s impact by nearly 10 times, to 100,000 students per year by the fifth year of our plan,” said Susan Quinn, Kimmel Center Director of Education. “Our goal is to have every student in the Philadelphia region have an arts experience each and every year. These programs are vital, especially with two-thirds of public school teachers reporting there is less time for art in classrooms. None of this is possible without community partnerships, with the School District of Philadelphia, the Archdiocese of Philadelphia, our Resident Companies, the Broadway League, generous funders, and more.”

Launched in 2018, the pilot year of the Kimmel Center’s Strategic Plan saw a 57% increase in total learning hours (up from the 2016/17 season), as well as a 309% increase in total activities, and a 49% increase in participants.

“The Lenfest Foundation is committed to breaking down barriers for the next generation in an effort to build communities and facilitate education, especially within Philadelphia’s non-profit arts and cultural organizations,” said Keith Leaphart, Chairman of the Lenfest board. “The Kimmel Center’s educational vision is closely aligned with the Foundation’s, and we are proud to partner with them on this 5-year plan. Philadelphia is already an arts mecca, but together we pass on that legacy to a future generation.”

The Kimmel Center’s plan emphasizes “Creative Stages”, focusing on both musical theater and jazz, and serving Philadelphia Public Schools, Public Charters, and the Archdiocese. These programs, designed to provide a broad performing arts experience to all 4th, 5th, and 6th graders, also gives special

opportunities for older students with higher levels of interest. Jazz4Freedom is a program developed for 4th graders linking jazz to Black History & social change; One Musical Philadelphia, for 5th graders, explores the unique American art form of musical theater, while building community and encouraging teamwork; while #PhillyBeatz is a technology-based creativity celebration designed for 6th graders.

“The Kimmel Center’s mission is to engage the region’s diverse communities with art through performance and education, and its education programs are multi-faceted, designed to reach students at all age levels and abilities,” said Dave Holveck, current Kimmel Center Board member and former Chairman of the Board. “As a Board member since 2014, I have seen first-hand the development and rollout of this 5-year Strategic Growth plan, and Patricia & I both believe in its power to diversify and grow the students reached and the lives impacted. It is our pleasure to be part of the Kimmel Center’s story in this way.”

The Kimmel Center’s Creative Music Program for Jazz Education reaches students from preschool through high school, with KinderJazz, Jazz Standards, the Middle School Jazz Festival, Neighborhood Jams, the Creative Music Program, and the summer camp in partnership with University of the Arts, Creative Jazz Institute. Musical Theater curriculum includes Musicals for Middle Schools, the Middle School Musical Theater Festival, as well as ShowStoppers AllStars, and both ShowStoppers and ShowStoppers Junior summer camps. Community partnerships are integral to the Kimmel Center education programs, including the annual Arts Education Fair, student matinees, All City festivals, Project 440, Family First Nights, Temple Early Childhood Education classes, Teacher Appreciation Awards and discounted tickets, and free student matinees. Professional development opportunities for teachers and a plan of professional development for principals equip the next generation of arts lovers and supporters; programs include student workshops during the Kimmel Center’s annual Jazz & Theater Residencies, and internship opportunities.

###

Below is an overview of the Kimmel Center Cultural Campus’ FREE and expanded education offerings. For additional information, please visit www.kimmelcenter.org.

CREATIVE STAGES SIGNATURE PROGRAMS

JAZZ4FREEDOM

CREATIVE STAGES SIGNATURE PROGRAM

GRADE 4

Jazz4Freedom is a program developed for 4th grade students linking Jazz to Black History in Pennsylvania and beyond. Taught by our experienced teaching artists, 4th graders are first engaged with a preshow workshop about the Harlem Renaissance and growth of jazz in Philadelphia. The highlight of Jazz4Freedom is a field trip to see Kimmel Center’s Jazz4Freedom performance featuring music, dance, and commentary on social change throughout history. Students are inspired by a post-show workshop which links the Civil Rights Movement to jazz and provides the opportunity for reflection on the continuation of social change. Finally, classroom teachers are empowered to continue the discussion through study guides connecting Jazz4Freedom to academic standards in Social Studies and Language Arts.

ONE MUSICAL PHILADELPHIA

CREATIVE STAGES EDUCATION PROGRAM

GRADE 5

One Musical Philadelphia explores the unique American art form of musical theater while building community and encouraging teamwork. The program begins with an introductory workshop for 5th graders scheduled during the school day. Then, students self-select to participate in an 8-week residency to learn songs and dances from a show selected by the Kimmel Center. Participants then share the routines with classmates during in-school assemblies, with support provided by the Kimmel. Finally, buses bring students and their families to the Kimmel Center Cultural Campus for an awesome event. Students from schools across the region come together to perform their production numbers in one unforgettable finale performance!

#PHILLYBEATZ

CREATIVE STAGES EDUCATION PROGRAM

GRADE 6

#PhillyBeatz is a technology-based creativity celebration designed for 6th graders. First, Kimmel Center artists visit classrooms to deliver a creative writing workshop. Then, students create a video set to beats provided by a Kimmel Center headliner. After submitting initial uploaded videos, Kimmel Center supports Talent Shows at each participating school. From these shows, student representatives will be selected who will engage in music technology classes in the Kimmel Center's learning lab. Those students then return to their school groups to share what they've learned and create more complex videos for submission. Finally, classmates, families and friends are bused to the Kimmel Center Cultural Campus for a Creativity Festival celebrating student accomplishments.

THE CREATIVE MUSIC PROGRAM FOR JAZZ EDUCATION

KINDERJAZZ

PRESCHOOL & KINDERGARTEN AGES

Kindergarten classes bop and swing with Kimmel Center Teaching Artists who visit their classrooms each week. Students will learn about Jazz in creative ways through music and movement.

JAZZ STANDARDS

GRADES 4 – 8

In this unique in-school residency, students learn "What is Jazz" through music, dance, and academic lessons. The residency is enriched by attending and participating in performances on the Kimmel Center Cultural Campus, with transportation provided.

MIDDLE SCHOOL JAZZ FESTIVAL

MIDDLE SCHOOL AGE

Schools across the region gather at the Kimmel Center for a day of master classes, including music technology and rehearsals. The day ends with a celebration featuring performances by each school.

CREATIVE JAZZ INSTITUTE (SUMMER PROGRAM)

GRADES 6 – 12

IN PARTNERSHIP WITH UNIVERSITY OF THE ARTS

The Kimmel Center and the University of the Arts present Philly's Creative Jazz Institute, a dynamic two-week intensive, where instrumentalists and vocalists explore technique, repertoire, and performance while interacting with master-level artists. Using jazz as a framework, students work with UArts faculty

and industry masters to uncover a range of possibilities through jam sessions and ensembles, with an emphasis on improvisation and performance.

NEIGHBORHOOD JAMS

GRADES 2 – 7

The developmental program for the Kimmel Center’s Creative Music Program allows interested students to learn to play traditional jazz instruments by providing access to instruments and instruction directly at select neighborhood sites. As their passion and abilities grow, students advance to our Select Ensembles.

SELECT ENSEMBLES (CREATIVE MUSIC PROGRAM)

GRADES 5 – 12

On weekends during the school year, talented teens with a serious interest in music are exposed to a well-rounded Jazz education experience on the Kimmel Center Cultural Campus. Intermediate and advanced students improve their Jazz music skills in this program with master classes and performance opportunities on the Campus and in the community. Entry by audition.

SHOWSTOPPERS MUSICAL THEATER PROGRAM

MUSICALS FOR MIDDLE SCHOOLS

MIDDLE SCHOOL AGE

The Kimmel Center provides support to schools that want to produce a musical, but do not have the means to do so. Resources include: training for school teachers, classroom assistants, show royalties, and assistance with costumes, props, marketing, ticketing, and fundraising. Students perform at their schools and during the on-Campus Middle School Musical Theater Festival.

MIDDLE SCHOOL MUSICAL THEATER FESTIVAL

MIDDLE SCHOOL AGE

Schools across the region gather on the Kimmel Center Cultural Campus for a day of master classes and rehearsal before performing Musical Theater numbers on Kimmel Center stages.

SHOWSTOPPERS ALLSTARS

HIGH SCHOOL AGE

Meeting at the Kimmel Center after school, advanced students interested in Musical Theater rehearse and prepare for performances on the Kimmel Center Cultural Campus and in the community. Students also gain leadership skills through assisting younger students in learning about Musical Theater as part of the new Creative Stages program.

SHOWSTOPPERS CAMP (SUMMER PROGRAM)

GRADES 7 – 12

Students attend a two-week, fast-paced summer Musical Theater camp, perfect for teens who want to maximize their skills in theater, voice, and dance. Participants make friends, gain confidence, and learn skills to create a one-of-a-kind performance on the Kimmel Center Cultural Campus. Transportation is provided for students from four city locations.

SHOWSTOPPERS JUNIOR CAMP (SUMMER PROGRAM)

RISING 6 – 8 GRADERS

After participating in One Musical Philadelphia (part of the Creative Stages Program), students can select to attend a one-week summer camp to continue to develop Musical Theater skills. Happening twice over the summer, this program will end with a performance for friends and family.

COMMUNITY PARTNERSHIPS

ARTS EDUCATION FAIR OPEN TO ALL TEACHERS

Teachers are welcomed to learn about Arts Education programs available by the Kimmel Center, Resident Companies, and other Philadelphia arts organizations in an annual fair on the Campus.

*NOTE – the August 27, 2019 fair will be held at PAFA, due to construction within the Kimmel Center Commonwealth Plaza.

STUDENT MATINEES FEATURING PHILADANCO OPEN TO ALL AGES

Twice during the school year, PHILADANCO's high-energy performances are offered free for school groups on the Kimmel Center Cultural Campus.

ALL CITY JAZZ

MIDDLE SCHOOL AND HIGH SCHOOL AGE

IN PARTNERSHIP WITH THE PHILLY POPS AND THE SCHOOL DISTRICT OF PHILADELPHIA

This festival presents a full day of student performances and master classes. The day culminates in a performance by the All City Jazz Orchestra.

ALL CITY MIDDLE SCHOOL

MIDDLE SCHOOL AGE

IN PARTNERSHIP WITH THE SCHOOL DISTRICT OF PHILADELPHIA

The Kimmel Center is proud to host the Philadelphia School District All City Middle School Band and Orchestra Celebration.

PROJECT 440 COLLEGE DAY

HIGH SCHOOL AGE

Project 440 and the Kimmel Center host a special college fair specifically for musicians in high school.

TEMPLE EARLY CHILDHOOD EDUCATION CLASSES

OPEN TO PARENTS OF YOUNG CHILDREN

Temple University Music Preparatory Division and the Kimmel Center partner to provide the Early Childhood Music Foundations Program. Classes held at the Kimmel Center encourage the development of musical awareness and help parents foster natural musical abilities in their children.

TEACHER APPRECIATION AWARDS

The eight world-renowned Resident Companies of the Kimmel Center join together to honor teachers, principals, and teaching artists working in Philadelphia who provide access and opportunities in the arts to young people. Save the Date for May 8, 2020 from 4:30 PM – 6:30 PM!

TEACHER APPRECIATION

DISCOUNTED TICKETS FOR TEACHERS

The Kimmel Center appreciates and celebrates teachers! The Kimmel Center offers teachers a discount on tickets to select performances of up to 35%. To receive the discount code contact us at MAEC@kimmelcenter.org or 215-670-2371. Teachers can also access discount ticket for student groups by calling our Group Sales office.

FREE STUDENT MATINEES

Grades K – 12

Our Student Matinees offer students and teachers unique opportunities to attend professional and student performances on the Kimmel Center Cultural Campus. Join us for an exciting day bringing students from across the city together for free matinees. Schools in need may be eligible for free bus transportation.

PROFESSIONAL DEVELOPMENT

JAZZ RESIDENCY

Applications are now being accepted for our 2019/20 Jazz Residency Program. All Jazz Musicians in the Greater Philadelphia Region are encouraged to apply. The deadline to submit is Monday, August 12, 2019. All applications and supporting materials must be received by this deadline in order to be considered for the program.

*The Kimmel Center hosts a student workshop for every Jazz Residency program.

INTERNSHIP OPPORTUNITIES

The Kimmel Center Cultural Campus is home to internships in the arts. Those interested are invited to visit www.kimmelcenter.org for information on opportunities.

###

The Kimmel Center Cultural Campus

Located in the heart of Center City, Philadelphia, our mission is to engage the region's diverse communities with art through performance and education. Our Cultural Campus serves more than 1 million guests per year and includes the **Kimmel Center for the Performing Arts**, the **Academy of Music**, and the **Merriam Theater**- representing more than 160 years of rich history for the performing arts along Philadelphia's Avenue of the Arts. We are home to eight esteemed Resident Companies: **The Philadelphia Orchestra**, **Opera Philadelphia**, **Pennsylvania Ballet**, **The Philly POPS**, **PHILADANCO**, **The Chamber Orchestra of Philadelphia**, **The Philadelphia Chamber Music Society**, and **Curtis Institute of Music**. With nearly 9,000 seats per night, we are the region's most impactful performing arts center, and the second largest in the country. Our Cultural Campus serves as a preeminent and inclusive place to enjoy exceptional experiences that reflect the spirit of our region by cultivating a creative and socially responsible environment where our community shares experiences that are delivered with pride, integrity, and respect. As a 501 c 3 nonprofit organization, we collaborate on, present, and produce a broad range of relevant and meaningful events, we serve as an active gathering space for social and community events, we educate the region's young people through access to quality arts experiences, and we provide support to artists in the creation of new work. TD Bank, America's Most Convenient Bank, is our proud sponsor of the Kimmel Center's 2019-20 Season. American Airlines is the official airline of Broadway Philadelphia. For additional information, visit www.kimmelcenter.org.

###

For photography, please visit <https://kcpres.smugmug.com/>