

## **Media Contact**

L. Maxwell McKissick  
SERVE 60™  
PH 414.389.9906  
Fax 414.389.9907



## **MEDIA RELEASE**

For Immediate Release

### **Nonprofits Team Up to Move Forward the Next Generation With a Night of Support For Arts and Music Education**

**MILWAUKEE, WI (March 4, 2013)** - SERVE 60, Artists Working in Education and The Wisconsin Conservatory of Music are kicking off Daylight Saving Time Weekend with a night of art, music and giving back. On March 8, when Americans will be getting ready to move their clocks forward, these three organizations will be joining forces with Gozamos to throw a benefit concert and move the next generation forward. The concert event, "Looking Back, Moving Forward.", hopes to raise money and support for education programs in music and the arts for Milwaukee area youth.

The benefit concert starts at 10 p.m. on March 8, 2013 at Stonefly Brewery in Milwaukee's Riverwest neighborhood. The event features alternative rock artist and former American Idol contestant, Esh The Singer, Indie and Hip Hop group, Fresh Cut Collective and the Jazz and Hip Hop artist, Klassik. The concert will raise funds to support art and music education programs at The Wisconsin Conservatory of Music and Artists Working in Education, as well as general non-profit programming for SERVE 60's mission to increase volunteerism and community service. A \$10 donation is suggested at entry.

"SERVE 60 is always looking for new, creative ways to give back to the community during Daylight Saving Time weekends and Gozamos is dedicated to highlighting arts and culture related events within the city so we thought this would be a great way to support the very things that provide us with content to write about. We are truly excited to be a part of this collaboration," said Ciera McKissick, SERVE 60 Event Coordinator and Editor for Gozamos Milwaukee. "Partnering with these dynamic nonprofits to encourage and support arts and music education made perfect sense. We are also furthering our SERVE 60 mission to pioneer the "one hour volunteer movement" by highlighting the importance of arts and music education for the next generation of youth," she added.

The concert's theme "Looking Back, Moving Forward." encourages the performers and featured visual artists to reflect on their childhood experiences with music and art and to explain how those experiences influenced their artistry as adults. They are also tasked with finding a way to help the next generation "move forward" through arts and music. Guests will be encouraged to share their thoughts about the importance and impact of arts and music education at the event by answering questionnaires which will then be montaged into a social media campaign on facebook, twitter and Instagram during the entire Daylight Saving Time weekend. That same weekend, all Americans will be challenged to pledge at least 60 minutes of service and volunteering to help support arts and music education for children of their communities.

Founded by local art educators, museum curators and artists who were concerned about the diminishing amount of funding for arts education, Artists Working in Education is dedicated to enriching the Milwaukee community through programs in the arts. "Our focus is on providing arts programs to youth in Milwaukee to advance learning and cultivate community. By teaming up with SERVE 60 we hope to encourage Milwaukeeans to become more proactive. We're hoping to meet people who share our goals," said Beth Haskovec, Executive Director of Artists Working in Education.

Now more than ever, with budget cuts in school music and art programs, these three nonprofits want to give back by helping to ensure music and art education continues. The concert is not only to raise awareness now but to start a conversation that will serve as a future call to action. Concert goers will leave with an understanding of the necessity for art, music, and giving back.

"Music is an intrinsic component in the healthy development of a growing mind," stated Mary Dally-Muenzmaier, Communications Coordinator at the Wisconsin Conservatory of Music. "It provides children with the intellectual flexibility and artistic expression needed to excel in all disciplines and creates a foundation for lifelong success. We are excited to partner with SERVE 60 and Artists Working in Education in presenting this concert, bringing attention to the great benefits of arts education in our community."

The benefit concert "Looking Back, Moving Forward." will be held at Stonefly Brewery on 735 E Center St. in Milwaukee, WI on March 8, 2013 (Daylight Saving Time weekend) at 10 p.m. All proceeds will support the missions of nonprofits SERVE 60, Artists Working in Education and The Wisconsin Conservatory of Music. Suggested donation is \$10.

For more information please contact the SERVE 60 office at (414) 389-9906. You can also find SERVE 60 on facebook and twitter @serve60.

###

#### **ABOUT:**

**SERVE 60™** is a national initiative designed to increase service and volunteerism in America for at least 60 minutes at a time anytime throughout the year but especially during Daylight Saving Time Weekends when all Americans are asked to donate the 60 minutes lost or gained to a nonprofit or the community. The SERVE 60™ website connects those who want to serve with those in need of volunteers. The website offers a searchable database of volunteer opportunities throughout the country by typing in your local zip code. The non-profit organization, SERVE 60™, functions as a hybrid between a traditional non-profit and an ad agency or marketing firm by creating and producing social impact marketing campaigns, cause related and community service events as well as organizing volunteer activities. For more information about SERVE 60™ or to learn how you can become a part of the one hour volunteer movement, please visit our website at [www.serve60.com](http://www.serve60.com) or call (414) 389-9906. You can also find SERVE 60™ on facebook, Twitter and YouTube.

**Artists Working in Education, Inc. (A.W.E.)**, was founded in 1998 by a group of Milwaukee-area art educators, museum curators, and artists who were concerned about the decline in arts education in local schools. A.W.E.'s mission is to provide youth in the Milwaukee area with arts enrichment programs to enhance human potential, advance learning, and cultivate community. Its two main initiatives are the Truck Studio mobile art program that visits local parks, playgrounds, and libraries, and Artist-in-Residence programs that pair children with professional artists to create a collaborative art work. Residences include the School Studio and Satellite Studio programs and serve schools, community centers, parks and playgrounds. A.W.E. arts learning experiences encourage children to become inquisitive, creative, flexible, imaginative, and confident.

**The Wisconsin Conservatory of Music**, As the oldest and largest non-profit independent music school in the state, the Wisconsin Conservatory of Music's mission is to provide the finest musical education and performance opportunities not only for the aspiring professional performer but also for all individuals who desire a means of cultural enrichment and self-fulfillment. The Conservatory seeks to provide a continuum of learning for our students. The pathway begins with Early Childhood music and continues through Discoveries classes, Classes for Kids and then on to individual instruction, chamber groups, ensembles, and camps. The beauty of music is that you can begin the journey at any time. The pathway has numerous entry points for all ages. Whether you are a parent looking to introduce your child to music or an adult wanting to realize your dream of playing your favorite instrument, the Conservatory will be able to provide a rich and fulfilling experience for you to create a lifetime of enjoyment. For more information please visit [wcmusic.org](http://wcmusic.org) or call 414-276-5760.

**GOZAMOS**, is a modern online magazine and community founded in Chicago for the young savvy Latino. Gozamos expanded to Milwaukee for others passionate about their cultural heritage. At its core, Gozamos strives to be a platform for those voices often left out of mainstream media.