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FOR IMMEDIATE RELEASE

September 6, 2013

STARBUCKS AND MFLA INSTRUMENT DRIVE BEGINS SEPTEMBER 30

WHAT: Starbucks / Music for Lifelong Achievement Instrument Drive

DATE: Monday, September 30 – Sunday, October 27, 2013

WHERE: Participating Metro-Area Starbucks Stores

ST. LOUIS, MO - St. Louis-area Starbucks stores will once again help to “Keep the Music Playing” for disadvantaged students throughout the region with the annual Music for Lifelong Achievement (MFLA) Instrument Drive, beginning September 30 and running through October 27.

Throughout the drive, participating St. Louis-area Starbucks stores will serve as drop-off locations for used and new musical instruments. The donated instruments will then be repaired and distributed to local schools and community music programs serving aspiring music students who otherwise would not be able to afford an instrument. Since its inception, MFLA has collected and re-distributed over 500 instruments, and for the past eight years, Starbucks has been a valuable partner with MFLA to reach this milestone. Donors will receive a tax deduction receipt for the value of the instruments or the funds donated.

Starbucks Corporation operates as a roaster, marketer and retailer of specialty coffee worldwide. As of September 30, 2012, the company operated 9,405 company-operated stores and 8,661 licensed stores. Its stores offer regular and decaffeinated coffee beverages, Italian-style espresso beverages, cold blended beverages, iced shaken refreshment beverages, premium Tazo teas, packaged roasted whole bean and ground coffees, Starbucks VIA Ready Brew soluble coffees, Starbucks coffee and Tazo tea K-Cup portion packs, Starbucks Refreshers beverages, juices, and bottled water. The company’s stores also provide various food items, including pastries, prepared breakfast and lunch sandwiches, oatmeal, and salads. In addition, it licenses the rights to produce and distribute Starbucks branded products to The North American Coffee Partnership with the Pepsi-Cola Company, as well as licenses its trademarks through licensed stores, grocery, and national foodservice accounts. The company offers its products under the Starbucks, Tazo tea, Seattle’s Best Coffee, Starbucks VIA Ready Brew, Starbucks Refreshers, Evolution Fresh, La Boulange, and Verismo brand names.

The mission of Music For Lifelong Achievement, a non-profit organization based at the Sheldon Concert Hall in St. Louis, Missouri, is to “Keep the Music Playing” in the lives of young people throughout St. Louis and the Metro area. MFLA seeks donations of used and new musical instruments, then donates the instruments to local school and community music programs serving disadvantaged students. Music for Lifelong Achievement also raises funds for instrument repair and musical accessories. Visit supportmfla.org for more information.

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