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THE SHELDON ONLINE MUSIC ACADEMY AND MENTORING PROGRAM RECEIVES GRANT FROM PNC FOUNDATION

ST. LOUIS, MO - The PNC Foundation has made a generous grant to the Sheldon Arts Foundation for its Online Music Academy and Mentoring Program as part of PNC's Arts Alive initiative. The Sheldon Online Music Academy offers free online video instruction by top St. Louis musicians/teachers, as well as national artists performing on Sheldon series. The Sheldon's Mentoring Program will provide coaching and mentoring to talented middle and high school students who otherwise could not afford one-on-one teaching sessions. Both programs are designed to build on lessons already taken by the student and to support school music programs.

The Sheldon Online Music Academy is modeled in part after the Khan Academy which focuses mostly on math and science. The Sheldon's lessons, videotaped on the Sheldon Concert Hall stage, will focus on jazz, folk and acoustic music, classical music and other genres presented regularly by The Sheldon. Each teaching segment is approximately five minutes long and builds on previous lessons. The project is aimed at high school students and amateur musicians who lack access to private teaching or who want to build on skills already learned. All lessons are free and available through www.TheSheldon.org.

The Sheldon Mentoring Program will serve middle and high school students recommended by their music teachers and pair them with top musicians/teachers in the St. Louis area. Students will also receive complimentary tickets to Sheldon concerts and the opportunity to meet world class musicians performing at The Sheldon. Sheldon staff will coach the young musicians on the use of technology, marketing and publicity, college choices and other educational opportunities, and overall career planning. Students will be given performance opportunities at The Sheldon and around the community.

"The PNC Foundation has a long history of providing grants to organizations that strengthen and enrich the lives of our communities," said Michael Scully, PNC regional president for St. Louis. "We understand that a rich arts community is a significant driver of our economic success, providing employment, boosting tourism and making the region attractive for businesses, residents and visitors."

"The Sheldon is grateful to PNC for their vision of how music and all the arts can transform the lives of young people," said Paul Reuter, executive director of The Sheldon. "We are giving hope to talented students and building up their lives and our entire community."

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PNC Arts Alive is a multi-year, \$2 million initiative from the PNC Foundation that challenges visual and performing arts organizations to put forth their best, most original thinking to expand audience participation and engagement. To date, this award-winning program has provided approximately \$12 million in grants to enterprising cultural organizations in three regions served by PNC. This year, 11 arts organizations in the Greater St. Louis area were selected for bold thinking around increasing arts access and engagement. For more information on PNC Arts Alive and the grant recipients visit www.pncartsalive.com.

The Sheldon opened its doors in 1912 and the Concert Hall is known around the world for its perfect acoustics. Today The Sheldon presents jazz, folk, classical, world music and the adjoining Sheldon Art Galleries present quality exhibits in many genres. Over 20,000 young people are engaged in Sheldon education programs and over 125,000 adults and children participate in over 350 events each year.

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