



Chris Peimann
Director of Marketing and Publicity
cpeimann@TheSheldon.org
Ph: 314.533.9900 ext. 19

Sarah Samples
Marketing and Publicity Coordinator
ssamples@thesheldon.org
Ph: 314.533.9900 ext. 21

FOR IMMEDIATE RELEASE

September 20, 2016

STARBUCKS AND MFLA INSTRUMENT DRIVE BEGINS SEPTEMBER 26

- WHAT:** Starbucks / Music for Lifelong Achievement Instrument Drive
- WHEN:** Monday, September 26 – Sunday, October 30, 2016
- 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 26 and running through October 30.

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 eleven 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.

Based at the Sheldon Concert Hall in St. Louis, the mission of MFLA 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.

###