

For Immediate Release!

CONTACT: (your name and phone number)

(Store Name) INVITES PARENTS AND CHILDREN TO ATTEND (FREE) “DEVELOPMENTAL DRUMMING” EARLY CHILDHOOD MUSIC PROGRAM.

(Program Coordinator/Owner) has announced that (Store Name) will be hosting the “Developmental Drumming” Early Childhood Music Program, a series of music participation classes for young children and their parents. The innovative program offers parent/child sessions on the fundamentals of music making and rhythm activities for preschoolers as well as a World Drumming curriculum for kindergarten to third graders.

Included in the preschool activities are rhythmic games involving Memory, Mimicry and Dialog as well as exercises that develop the skills to distinguish between High/Low, Loud/Soft, Fast/Slow and Short/Long sounds. K-3 activities offer information on the cultures, musical history and instruments of North America, West Africa, Northern Europe, the Mediterranean, the Caribbean, India, Japan and Brazil along with representative rhythmic examples from those diverse socio-geographic areas.

According to its authors, besides helping children learn to make music on drums and rhythm instruments, the most natural, fundamental and accessible of all musical instruments, the goal of the program is to inspire a life-long love of music making in young children. "Developmental Drumming" supports the shift in early childhood education from passive music listening to active music making while emphasizing the importance of music participation on the mental, physical, emotional, social, cultural and recreational development of young children ages 2-7.

Developmental Drumming classes are (free), scheduled for (day) at (time) and will be held at (location). For additional information please contact (Program Coordinator/Owner) at (Store Name), (address, phone, fax, e-mail) or go online at (website address). Space is limited so sign-up today!

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