

FOR IMMEDIATE RELEASE



Music for Youth Foundation

Music for Youth Foundation Chooses 4 Most Outstanding High School Musicians and Awards \$90,000 in Special Concert at Steinway Hall

Elite Panel Judged Competition

NEW YORK (July 17, 2002)—The Music for Youth Foundation (MYF), in conjunction with The National Foundation for Advancement in the Arts (NFAA), announced today that four teenage musicians will share \$90,000 in scholarship award money based on the decisions of a panel of internationally renowned judges. The four were flown to New York for a special presentation and performance on June 17 at the legendary Steinway Hall.

Hosting the judging panel was long-time jazz luminary Bruce Lundvall, President and CEO of Blue Note Records. Also adjudicating were David Geber, Chairman of the Manhattan School of Music's String Program and celebrated cellist for the American String Quartet. Rounding out the panel was Betty Allen, world-renowned mezz-soprano and longtime President Emeritus of the Harlem School of the Arts.

The winners, their specialties, and the prizes awarded, were as follows:

NAME	INSTRUMENT	HOME	AWARD
Briana Shaw Rossi	Soprano Voice	Hamilton, MA	\$25,000
Michael G. Heckencamp	Percussion	Oconomowoc, WI	\$25,000
Eunice Unjung Keem	Violin	Northfield, IL	\$25,000
Gerald William Clayton	Jazz Piano	Altadena, CA	\$15,000

The annual awards were created exclusively by the Music for Youth Foundation from for NFAA's Arts Recognition and Talent Search (ARTS) in an effort to support exceedingly gifted young artists who are pursuing careers in music. MYF and ARTS evaluated and selected thirteen semi-finalists from a national pool of over 1,000 candidates in the categories of instrumental music, voice, and jazz.

Larry Rosen, president of MYF, said, "As funding has disappeared for public music programs, we feel the music industry must step in to stem the tide. The Music for Youth Foundation aims to reward innovative music education programs and talented young performers with grants and

scholarships. Since the music industry relies heavily on young talent to sustain its business, it is only right that we should give back to music programs in a meaningful way."

William Banchs, president of NFAA, added, "To champion the extraordinary accomplishments of young musicians at the level of \$25,000 per award – one of the largest grants in the world – is extremely important. MYF's award renders these young musicians as role models among their peers, in their schools, and in their communities. It also ensures that we attract the very best musicians to our program, as these three excellent young performers illustrate."

"The Music for Youth Foundation and the judges are committed to providing support to talented young musicians," said Justin DiCioccio, who chaired last year's judging panel. An MYF board member who works with NFAA as a judge and Chairs the Manhattan School of Music Jazz department, DiCioccio stressed the high caliber of the winners. "This award is more than being able to play an instrument or sing in the right key; the judges look for poise, dedication and passion in a candidate."

This Year's Winners

Briana Shaw Rossi just graduated from Hamilton-Wenham Regional High School in Hamilton, MA. In 2001 she was named the North Shore Performing Artist of the Month and in 1998, 1999 and 2000 she was a soloist for the Northeastern Senior Districts. The summer of 2000 Rossi attended the Boston University Tanglewood Institute where she studied under Phyllis Hoffman. Briana plans to study vocal performance at Northwestern University in Evanston, IL, or Boston University. Marie Stultz, founder and director at the Treble Chorus of New England, and Claudia Frost, chorus conductor at Briana's high school, have had the most significant influence on her development as a vocalist. Currently Briana is studying with Thomas Stumpf, pianist and vocal teacher. She will be performed the National Anthem for the Boston Celtics on March 22, 2002. In the summer, she will be touring with the North Shore Men's Choir to Cardiff, Wales (UK). Briana is also recording a Classical CD featuring Wolf, Faure, and Dvorak as well as a Jazz CD (scheduled for Summer 2002) and Christmas CD (scheduled for November 2002). Briana is also pursuing an interest in Jazz Voice and would like to work further in this musical genre.

Michael Gerard Heckenkamp just graduated from Oconomowoc High School in Oconomowoc, WI. He has also received instruction at the Milwaukee Youth Symphony Orchestra. He was named a 2001 NFAA Regional ARTS Platinum Award Winner. In 2000 he was a Menomonee Falls Young Artist Concerto Competition Winner and a La Crosse Rising Stars Tri-State Concerto Competition Finalist. In 1999 he was a Madison Symphony Orchestra Young Artist Concerto Competition Winner and a Milwaukee Symphony Orchestra Young Artists Concerto Competition Winner. Michael would like to study music and engineering at the University of Wisconsin in Madison, Northwestern University in Evanston, IL, or Lawrence University in Appleton, WI. Linda Siegel, percussionist for the Milwaukee Symphony Orchestra, and Mike Krofta, band conductor at Michael's high school, have had the most significant influence on his development as a percussionist.

Eunice Unjung Keem just graduated from New Trier High School in Winnetka, IL. She plans to study violin performance at the New England Conservatory of Music in Boston or Carnegie Mellon School of Music in Pittsburgh. Cyrus Forough, artist lecturer at Carnegie Mellon School of Music and violin professor at Roosevelt University in Chicago, has had the most significant influence on Eunice's development as a violinist, since the age of ten.

Gerald William Clayton just graduated from the Los Angeles County High School for the Arts. He received a Spotlight Award in the category of jazz instrumental music and was named Outstanding Soloist - Piano at the 31st Annual High School Competition. Gerald plans to focus on jazz studies at the University of Southern California in Los Angeles, the University of California, Los Angeles or New School University in New York. Professional musician John Clayton and Linda Buck, classical piano teacher, have had the most significant influence on Gerald's development as a jazz keyboardist.

About The Music for Youth Foundation

The Music for Youth Foundation (www.musicforyouth.org), was established by leaders in the music industry in 1995, with crucial support from the UJA-Federation of New York. Its goal is to provide music education for young people, and provide scholarships and support to those who choose to make music their life's work. MYF provides meaningful financial support to organizations that put music back into the lives of underprivileged public school students, many of whom have lost music and art programs in their schools. MYF has provided over \$1,500,000 in donations to 30 organizations that provide low or no-cost lessons, workshops and ensembles to young people. To date, the Foundation has raised more than \$2.2 million through fundraising events honoring Tom Freston, Ahmet Ertegun, Russell Simmons, Lyor Cohen, and John Frankenheimer and Charlie Feldman. Supporting companies include Sony, BMG, Universal, EMI, AOL Time Warner, ASCAP and BMI. A list of MYF's prestigious Board of Trustees follows this release.

About The National Foundation for Advancement in the Arts (NFAA)

Art Recognition and Talent Search (ARTS) is a program of the National Foundation for Advancement in the Arts (NFAA). NFAA's mission is to identify emerging artists and assist them at critical junctures in their educational and professional development, and to raise the appreciation for and support of the arts in American society. The ARTS program is sponsored, in part, by Ashland Inc, Bank of America, Carnival Cruise Lines, The Coca-Cola Foundation, International Association of Jazz Educators, Music for Youth Foundation, and Post-it Notes. ARTS Week 2002 is made possible, in part, with support from American Airlines and AT&T, the Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Mayor and the Miami-Dade County Board of County Commissioners. For more information on the NFAA, visit the Web site at www.ARTSawards.org.

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