

NEWS RELEASE

For Immediate Release
Date

Contact: Name
Phone number
Email address

{Name of} University String Project Presents Concert

[City, State] – Students in grades [insert grades] participating in the [name of university/college] String Project will present a concert on [date] at [location]. This event features students who participate in the American String Teachers Association (ASTA) National String Project, a unique program whereby undergraduate music students teach grade-school children how to read music and play a stringed instrument, including the violin, viola, cello, and bass.

The concert will feature more than [number of performers] children from [name(s) of local public school(s)/school systems] performing [name/type of music being performed]. The event is open to public. Tickets are available by calling [phone number] or by visiting [web site address if available].

ASTA WITH NSOA, a nonprofit association headquartered in Fairfax, VA, promotes excellence in string and orchestra teaching and playing. More than 11,500 teachers, professors, and performers nationwide are members of ASTA WITH NSOA, making it the leading professional association for its industry.

ASTA's National String Project consists of more than twenty-four universities and colleges. The program is designed to help alleviate the long-term shortage of stringed instrument teachers in the United States by encouraging undergraduate music majors to become public school music teachers upon graduation.

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Through hands-on teaching experiences with children in the community who enroll in the program, undergraduate student teachers become better skilled in managing a classroom and teaching children. At the same time, parents within the community benefit from an affordable opportunity to provide high-caliber music lessons to their children.

For more information about the ASTA WITH NSOA National String Project, contact the ASTA National Office at (703) 279-2113 or visit www.astaweb.com. To learn more about the [name of university/college] String Project, upcoming concerts, or the next enrollment deadline, contact [Name] at [telephone number] or [email address].

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