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**THE SAN FRANCISCO SYMPHONY'S *ADVENTURES IN MUSIC* (AIM) PROGRAM CELEBRATES
20 YEARS OF PROVIDING MUSIC EDUCATION IN PUBLIC SCHOOLS**

**Program Offers Curriculum-based Music Education to Every Single Elementary School Student in San
Francisco Unified School District Free of Charge**

San Francisco, January 16, 2008 – In 2008 the San Francisco Symphony (SFS) celebrates 20 years of *Adventures in Music* (AIM), the longest running community music education program of its kind among American orchestras. AIM reaches every student in grades one through five in every public elementary school in San Francisco, and is the result of a unique partnership between the San Francisco Symphony and the San Francisco Unified School District (SFUSD). The San Francisco Symphony provides AIM free of charge to schools and its teachers and students.

Each year, the SFS and SFUSD collaborate on a classroom curriculum that links musical experiences to disciplines such as language arts, science, geography, history, or social studies. SFUSD teachers are provided professional development workshops to help them integrate music into their everyday classroom lessons. Teachers also receive classroom materials such as books, compact discs, simple instruments, and other resources to assist them in implementing the program. Each student receives his/her own workbook journal. The curriculum prepares each student to experience four in-school musical presentations by specially trained

AIM ensembles made up of professional San Francisco Bay Area musicians. These musical groups present more than 1000 in-school performances each school year, and reflect the diversity of the San Francisco community by representing a variety of musical genres such as jazz, Afro-Cuban, Western classical, and traditional Chinese music among others. A key component of AIM is that all students visit Davies Symphony Hall for a specially designed concert by the San Francisco Symphony, which incorporates what the students have been learning in their classrooms. In the 2006-07 school year, AIM reached students in 91 schools and was implemented by over 1000 teachers.

Founded in 1988, the AIM program is a testament to the San Francisco Symphony's commitment to music education which began in 1919 with *Concerts for Kids* and continues today with a wide range of programs including its internationally renowned Youth Orchestra, its ground-breaking *Keeping Score* multimedia project and its award-winning online music education resource for children, SFSkids.com. In July 2007 the *Wall Street Journal* heralded the San Francisco Symphony's education programs as "the industry's benchmark."

A program evaluation of AIM documenting the impact of the program on the students and teachers of the SFUSD reported that 87% of teachers and 86% of principals found their students are more interested in music and the arts because of AIM; 86% of principals reported that AIM has helped increase student learning and achievement in other subject areas; and 78% of principals reported that students are more accepting of cultures other than their own because of AIM. The report also confirmed that the SFS is perceived as an active member of its community, with a keen understanding of issues relating to children, learning, and community building. SFUSD officials confirmed that the AIM program has led to an increase in students enrolling in instrumental music programs.

OPPORTUNITIES FOR PRESS

For the 20th anniversary of AIM, the SFS invites members of the media to attend an in-school AIM ensemble presentation, one of the specially designed concerts for the elementary school children of San Francisco in Davies Symphony Hall, or the evening component of AIM which allows parents and families to experience the program on selected AIM school campuses in different neighborhoods throughout the city. Visits are available by appointment and interviews may be arranged with AIM teachers, principals, school administrators, and AIM Ensemble musicians.

AIM MEDIA OPPORTUNITY TIMELINE:

- February 2008** AIM Ensembles begin presentations in Elementary Schools,
AIM Concerts for grades 1 and 2 held in Davies Symphony Hall Feb 19, 21 & 22
- March 2008** AIM Ensembles continue in Elementary Schools
- April 2008** AIM Concerts held in Davies Symphony Hall for grades 3, 4 and 5 April 14, 15, 17 & 18
- May 2008** AIM's evening component for parents and families, and AIM Ensembles continue in Elementary Schools

AIM MEDIA RESOURCES:

AIM DVD (6:24 DVD about Adventures in Music, available to stream at sfsymphony.org/aim)

San Francisco Symphony Education and Community Programs document

***Adventures in Music* Program Evaluation findings**

***Adventures in Music* full press kit**

Interviews with musicians, teachers, principals SFS Administrators, SFUSD Administrators

To schedule a visit to any of the above events, or to receive any of the media resources, contact Louisa Spier at lspier@sfsymphony.org or Angela Duryea at aduryea@shumanassociates.net.

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