

Contact:
Public Relations
San Francisco Symphony
(415) 503-5474
publicrelations@sfsymphony.org
sfsymphony.org/press

FOR IMMEDIATE RELEASE / April 16, 2013



(High resolution images of the Adventures in Music Program are available for download from the San Francisco Symphony's [Education Press Kit](#))

THE SAN FRANCISCO SYMPHONY'S ADVENTURES IN MUSIC (AIM) PROGRAM CELEBRATES 25 YEARS OF MUSIC EDUCATION IN SAN FRANCISCO'S PUBLIC SCHOOLS

Program provides curriculum-based music education to every single elementary school student in grades 1-5 in the San Francisco Unified School District free of charge

SAN FRANCISCO, April 16 – In 2013 the San Francisco Symphony (SFS) celebrates the 25th anniversary of *Adventures in Music* (AIM), the longest running and most comprehensive music education program of its kind among American Orchestras in public schools. AIM is an interdisciplinary music education program that integrates live music performances and experiences with everyday classroom lessons in language arts, social studies, science and other subjects. AIM is the result of a unique partnership between the San Francisco Symphony and the San Francisco Unified School District (SFUSD), and offers music education to every single San Francisco public elementary school student in grades 1 through 5, over 24,000 students each year. The San Francisco Symphony provides AIM free of charge to all schools, teachers and students.

Adventures in Music is comprised of multiple components that give elementary school children a well-rounded musical education experience that explores a variety of genres and topics. The AIM program also provides training, resources and materials for teachers to incorporate music into their lesson plans, regardless of the teacher's own background in music. Key aspects of the AIM program include:

- Each year, the SFS develops 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 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 AIM student journal, which is tied to the ensemble's performances and classroom curriculum and resources.
- The curriculum provided to the teachers prepares each student to experience four in-school musical presentations by specially-trained AIM ensembles made up of professional musicians from throughout the Bay Area.
- These AIM Ensembles present more than 1,100 in-school performances each school year.
- The music reflects the diversity of the San Francisco community by representing a variety of musical genres such as jazz, Latin, Western classical, traditional Chinese music, and other styles.
- All AIM students visit Davies Symphony Hall each year for a private concert by the San Francisco Symphony, which is specially-designed for them and incorporates ideas and subjects that students have been learning in their classrooms.

The National Association for Music Education has collected [a range of studies and statistics](#) that point to music education contributing to children's success in both academic environments and social interactions, as well as in expanding their understanding of the world and cultures around them. An evaluation of AIM documenting the impact of the program on the students and teachers of the SFUSD reported:

- 87% of teachers and 86% of principals found their students 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.
- 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 in middle and high school, which subsequently led to the SFS expanding its *Instrument Training and Support* program to serve every instrumental music student in SFUSD's middle and high schools, grades 6-12.

Founded in 1988, the AIM program is a cornerstone to the San Francisco Symphony's commitment to music education, which has been a part of its mission since its founding in 1911 when the second performance ever presented was a concert for children. That commitment continues today with a variety of programs that are designed for all age groups, including *Music for Families* concerts for parents and children, the award-winning online music education resource for children, [SFSkids.org](#), the internationally-renowned [San Francisco Symphony Youth Orchestra](#), the *Instrument Training and Support* program for middle and high school music students, and [Community of Music Makers](#) workshops for adult amateur singers and instrumentalists. Praising the SFS's education programs, the *Wall Street Journal* states, "The San Francisco Symphony serves as the industry standard," while *The New York Times* refers to the SFS as "a music education powerhouse."

AIM MEDIA RESOURCES:

[San Francisco Symphony Education and Community Programs document](#)

[AIM Fact Sheet](#)

[AIM FAQs](#)

[AIM high-resolution photos](#)

MEDIA OPPORTUNITY: AIM IN-SCHOOL PRESENTATION (PRIVATE EVENT)

Members of the media are invited to attend an in-school AIM ensemble presentation on Tuesday, May 7 at Junipero Serra Elementary School. Available interviews at the event include teachers, SFS Music Director Michael Tilson Thomas, SFS President Sakurako Fisher, and representatives of the SFUSD and SF Board of Supervisors.

****PLEASE NOTE THAT THIS EVENT IS NOT OPEN TO THE PUBLIC. MEDIA MUST RSVP****

AIM 25th Anniversary Celebration and AIM Ensemble Performance

Tuesday, May 7, 2013 at 10:00am
Junipero Serra Elementary School
625 Holly Park Circle, San Francisco, CA, 94110

Visits to other schools and AIM ensemble performances can be scheduled by appointment, and additional interviews can be arranged with AIM teachers, principals, school administrators, ensemble musicians and SFS education leaders.

For additional information or to receive media resources, set up a school visit or arrange interviews, please contact Amelia Kusar at akusar@sfsymphony.org or 415-503-5425.

Adventures in Music receives generous support from the Athena T. Blackburn Fund and the Lisa and Douglas Goldman Fund. Additional endowment support is provided by Mr. & Mrs. William S. Fisher, Mr. & Mrs. Donald G. Fisher, The Walther Foundation, the Jerome and Thao Dodson Music Education Fund, Mr. & Mrs. Robert J. Fisher, Lois M. De Domenico, Mr. & Mrs. Peter A. Darbee, and Mr. & Mrs. John J. Fisher. Institutional support is provided by Bank of America, J.P. Morgan, The Bernard Osher Foundation, Frances K. and Charles D. Field Foundation, The Morrison & Foerster Foundation and Individual Partners and Employees of Morrison & Foerster LLP, Capital Group Companies, Inc., Citi Foundation, The Walther Foundation, Gap Foundation, Bingham McCutchen LLP, Union Bank, and the Harold L. Wyman Foundation. The SFS is also grateful to the many individual donors who help make this program possible each year.

Connect with the San Francisco Symphony through social media:



Emirates is the Official Airline of the San Francisco Symphony.

William Hill[®] Estate Winery is the Official Wine of the San Francisco Symphony.

San Francisco Chronicle/SFGate.com is the Official Media Partner of the San Francisco Symphony.

-SFS-