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Press Contacts:

Michael Houser, CEO (262) 957-4529
mhouser@interstatemusic.com

FOR IMMEDIATE RELEASE

Cascio's "Band Together" Group Music Program Completes Its Second Session for Young Musicians

Next Session's Auditions Scheduled for April 14

New Berlin, WI (January 24, 2012) – Cascio Interstate Music, 13819 W. National Ave. in New Berlin, presented a free concert recently with performances from the three participating bands in the second session of the "Band Together" group lesson program. The bands *Seven Seas*, *Strive* and *Outsourced* did a fantastic job performing for the enthusiastic, standing-room only audience. Cascio offers a special thanks to the sponsors – Evans, Pro-Mark, D'Addario and Planet Waves – as well as to the students, parents, and people who helped make the second session of Cascio Band Together a great success.

Lead instructor Ryan Schiedermayer, local drummer/percussionist and member of the band *Streetlife*, offers a big congratulations to all "Band Together" students on a job well done. He sees how this program is making an impact for students outside of the traditional school band or orchestra setting, stating, "We've seen that there exists a real demand for our Band Together program, which connects the dots between private instruction and group performance. At the end of the day it's not how good a student sounds by themselves at home, but rather how they can perform within a group setting."

This interactive and collaborative learning experience has been an inspiration for young musicians, teaching them how to play together in an ensemble other than their school band. Instruments covered include guitar, bass, drums, keyboards, vocals and more. Cascio instructors organize students into "bands," based on ability, to rehearse and

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learn together. Students learn inside secrets, marketing techniques, and tools to become successful musicians in working bands!

This unique 10-week session includes instruction from expert musicians on group dynamics, form, harmony, tonality, melody and phrasing, plus tips on music marketing, promotion, and networking. In addition, the topics of commitment, dedication, drive, and self-confidence are emphasized as they relate to the band environment. Live performance opportunities are offered, including a chance to perform live on Milwaukee's WMSE 91.7 FM "Frontier Radio," also a supporter of "Band Together." Additional savings on products at Cascio Interstate are also offered.

To be eligible, a student must: (a) understand basic music theory, (b) own an instrument, (c) be able to read music, and (d) be committed to attend all scheduled sessions. The cost of the 10-week program is \$250.

The audition date for the next session of Band Together will be held on Saturday, April 14, with the 10-week instructional course/rehearsals beginning on Saturday, April 28. Following the 10-week session students will showcase their skills in a final concert at Cascio's Soundstage. For more information, please contact Mary Rodgers, Cascio Interstate Music's Lesson Coordinator at (262) 789-7600 ext. 116, at mrodgers@interstatemusic.com, or stop in at Cascio's service counter for more information. Be sure to also see <http://www.facebook.com/CascioBandTogether>.

Cascio Interstate Music is among the nation's top independent musical instrument retailers, as the 12th largest musical instrument dealer in the United States. Cascio celebrated 65 years as a music retailer in 2011, and is headquartered in the suburban Milwaukee, Wisconsin marketplace, which houses its retail Superstore, Call Center, Web Center and corporate offices. Its Distribution Center in Waukesha, WI handles over 60,000 items. Cascio Interstate offers a wide selection of musical instruments, accessories, sheet music, private music lessons, free in-store educational clinics, rentals, repairs, and more. More information on the Company is available at <http://www.interstatemusic.com>.

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