



## **Kathryn Reinhardt Joins Music for All as Marketing Coordinator**

INDIANAPOLIS – Music for All has added Kathryn Reinhardt to its Indianapolis staff as Marketing Coordinator. Kathryn joins Music for All having served as a media specialist for several globally recognized public relations firms and with a strong personal background in music.

Music for All is a 501(c)(3) not-for-profit educational organization that uniquely combines regional and national music education programming with awareness and advocacy efforts aimed at expanding access to music in schools and communities.

As Marketing Coordinator, Reinhardt will provide support to Music for All's marketing and media efforts. Garnering interest from local, regional, and national press, this position's focus is on putting Music for All in the eye of the public and creating awareness of the organization's mission and purpose.

"We're excited to have Kathryn on our team to help us amplify our efforts and bring additional creativity to our team's dynamic," said Debbie Laferty Asbill, Vice President of Marketing and Communications. "With her background in media we believe Music for All will benefit from her connections and expertise to form new relationships and create a new audience of supporters.

Kathryn studied public relations, advertising and music at Murray State University in Murray, KY. After completing her bachelors' degree she worked at Trent and Company, Inc. in New York, NY where she served as a publicist for several lifestyle brands. There, Kathryn secured many national media placements in publications such as The Wall Street Journal and the Today Show online, as well as local coverage at outlets such as WISH-TV. Kathryn is originally from St. Louis, MO and enjoys hiking, singing, traveling and writing in her spare time.

### **About Music for All**

Celebrating it's 40<sup>th</sup> Anniversary in 2015, Music for All (MFA) is one of the nation's largest and most influential organizations in support of active music making. Since 1975, MFA, through its Bands of America and Orchestra America programs, has been a destination and set the standard for scholastic music ensemble performance and music education advocacy. As a 501(c)(3) nonprofit educational organization, MFA's mission is to create, provide and expand positively life-changing experiences through music for all. MFA's vision is to be a catalyst to ensure that every child in America has access and opportunity for active music-making in their scholastic environment. MFA's programs include 20+ annual events, including the Bands of America Grand National Championships and Regional Championships for marching band, the Music for All Summer Symposium camp for students and teachers, the Music for All National Festival

for concert bands, orchestra, jazz and percussion ensembles and national honor bands and orchestras.

### **Music for All Sponsors**

Music for All's efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor, Yamaha Corporation of America; Official Uniform Sponsor, Fred J. Miller, Inc.; Official Student Travel Partner, Music Travel Consultants; Official Equipment Sponsor, Wenger Corporation; Corporate Sponsors: Vic Firth Company, Zildjian, U.S. Army, Texas Dairy Queen®, Visit Indy and the City of Indianapolis; Strategic Advocacy Partner, NAMM; Associate Sponsors: Vandoren, Remo, Inc., Director's Showcase International, Woodwind & Brasswind and Delivra. Music for All is also supported by the Indiana Arts Commission, Arts Council of Indianapolis, the Ball Brothers Foundation, George and Frances Ball Foundation, and Lilly Endowment Inc.

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**\*\*FOR IMMEDIATE RELEASE\*\***

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