



Chris Peimann
cpeimann@TheSheldon.org
Ph: 314.533.9900 ext. 19

Sarah Samples
Marketing and Publicity Coordinator
ssamples@thesheldon.org
Ph: 314.533.9900 ext. 21

FOR IMMEDIATE RELEASE

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STARBUCKS AND MFLA INSTRUMENT DRIVE BEGINS SEPTEMBER 29

WHAT: Starbucks / Music for Lifelong Achievement Instrument Drive

DATE: Monday, September 29 – Sunday, October 26, 2014

WHERE: Participating Metro-Area Starbucks Stores

ST. LOUIS, MO - St. Louis-area Starbucks stores will once again help to “Keep the Music Playing” for disadvantaged students throughout the region with the annual Music for Lifelong Achievement (MFLA) Instrument Drive, beginning September 29 and running through October 26.

Throughout the drive, participating St. Louis-area Starbucks stores will serve as drop-off locations for used and new musical instruments. The donated instruments will then be repaired and distributed to local schools and community music programs serving aspiring music students who otherwise would not be able to afford an instrument. Since its inception, MFLA has collected and re-distributed over 500 instruments, and for the past nine years, Starbucks has been a valuable partner with MFLA to reach this milestone. Donors will receive a tax deduction receipt for the value of the instruments or the funds donated.

Starbucks Corporation operates as a roaster, marketer and retailer of specialty coffee worldwide. Its stores offer regular and decaffeinated coffee beverages, Italian-style espresso beverages, cold blended beverages, iced shaken refreshment beverages, premium Teavana teas, packaged roasted whole bean and ground coffees, Starbucks VIA Ready Brew soluble coffees, Starbucks coffee and Teavana tea K-Cup portion packs, Starbucks Refreshers beverages, juices, and bottled water. The company’s stores also provide various food items, including pastries, prepared breakfast and lunch sandwiches, oatmeal, and salads. Plus the company offers its products under the Starbucks, Teavana tea, Seattle’s Best Coffee, Starbucks VIA Ready Brew, Starbucks Refreshers, Evolution Fresh, La Boulange, and Verismo brand names.

The mission of Music For Lifelong Achievement, a non-profit organization based at the Sheldon Concert Hall in St. Louis, Missouri, is to “Keep the Music Playing” in the lives of young people throughout St. Louis and the Metro area. MFLA seeks donations of used and new musical instruments, then donates the instruments to local school and community music programs serving disadvantaged students. Music for Lifelong Achievement also raises funds for instrument repair and musical accessories. Visit supportmfla.org for more information.

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