

Chris Peimann  
Director of Marketing and Publicity  
[cpeimann@TheSheldon.org](mailto:cpeimann@TheSheldon.org)  
Ph: 314.533.9900 ext. 19

Jessica Hutchinson  
Director of Music for Lifelong Achievement  
[jhutchinson@TheSheldon.org](mailto:jhutchinson@TheSheldon.org)  
Ph: 314.533.9900 ext. 30



FOR IMMEDIATE RELEASE  
September 9, 2019

### **STARBUCKS/MFLA INSTRUMENT DRIVE BEGINS SEPTEMBER 16**

- WHAT:** Starbucks / Music for Lifelong Achievement Instrument Drive
- WHEN:** Monday, September 16 – Sunday, October 20, 2019
- WHERE:** Participating Metro-Area Starbucks Stores

ST. LOUIS, MO - Music for Lifelong Achievement (MFLA) and St. Louis-area Starbucks stores will team-up once again to “Keep the Music Playing” for underserved St. Louis area students with the annual Music for Lifelong Achievement Instrument Drive running September 16 – October 20, 2019. Visit [supportmfla.org](http://supportmfla.org) for more information and a list of participating stores.

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 young music students who otherwise would not be able to afford an instrument. Since its inception, MFLA has collected and re-distributed over 1,000 instruments, and for the past thirteen 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.

Based at the Sheldon Concert Hall in St. Louis, the mission of MFLA 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.

###