



PRESS RELEASE

Berklee College of Music and Project RYTMO Partnership Announced

OCTOBER 9, 2010 -- A formal partnership was announced today with Berklee College of Music in Boston, through their City Music Network, and Anaheim's Project R.Y.T.M.O. (Reaching Youth Through Music Opportunities). Project R.Y.T.M.O. will become the 3rd arts-based non-profit organization in California and the 14th in the nation to join this consortium of specialized community-based music schools sponsored by the prestigious Massachusetts based college.

Project R.Y.T.M.O. primarily serves at-risk and underserved youth in Orange County, CA, providing occupational skills training in music technology. The program has already graduated over 475 youth, ages 14-24 since its inception in 2003. Berklee City Music is Berklee College's initiative to engage underserved urban youth in a music education program that is designed to prepare them to pursue higher education. The City Music Network establishes mutually beneficial relationships between Berklee's Boston-based program and organizations like R.Y.T.M.O. that have a similar educational mission.

Executive Director of Berklee City Music National, J. Curtis Warner, Jr., remarked on their new ally, "Project R.Y.T.M.O. is doing incredible things with Anaheim area youth. Their contributions will benefit all of our Network member organizations."

As part of the Network, R.Y.T.M.O students have access to Berklee City Music's curriculum, the *PULSE* music method, and to mentoring by local Berklee graduates. Network member students are also eligible for City Music's Summer Scholarship Program in Boston and ultimately full four-year scholarships to Berklee College.

Executive Director, Joey Arreguin and Executive Vice President, Mike Anderson of Project R.Y.T.M.O. are thrilled with the newly formed partnership. "Our association with Berklee College of Music has been a work in progress for over two and a half years. By providing quality music and arts education to underserved youth in our community, R.Y.T.M.O. will have a greater impact on this population." says Anderson.

Arreguin added: "Being associated with an institution of national and international recognition such as Berklee allows our youth greater options and opportunities for higher education, artistic advancement and success in life...this is what changes communities for the better!"

For more information on Project RYTMO call Mike Anderson at (877) 943-7121.

SUPPORT LETTER

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To Whom It May Concern:

Berklee College of Music and the Berklee City Music Network is pleased to support Project R.Y.T.M.O. (Reaching Youth Through Music Opportunities) in Anaheim, CA. In adding Project R.Y.T.M.O. to the Berklee City Music Network, Berklee advances its initiative to provide quality instruction in a nurturing environment. Berklee will also provide curriculum, scholarship support and professional development for teachers in the Project R.Y.T.M.O. music program according to the Berklee City Music Network membership agreement.

Berklee City Music

Berklee City Music is the college's strategic initiative to engage underserved urban sixth through twelfth graders in a year-round music education program that is designed to prepare them to pursue higher education. Its purpose is to reduce specific music-related achievement gaps between minority and non-minority students, and between economically disadvantaged students and their more advantaged peers. "City Music" provides quality music instruction, mentoring, and college scholarships to students from Boston, as well as, those enrolled at Network member sites. This is achieved by utilizing the Berklee *PULSE* method, a cutting edge curriculum that is centered around present-day music styles, the instruments that youth tend to self-select, and the incorporation of essential theoretic, listening, improvisational and performance skills.

The Network

The Berklee City Music Network is designed to expand the reach of the Boston program, and to create a means for establishing mutually beneficial relationships and exchanges between the Boston-based Berklee City Music Program and organizations that have a similar educational mission. This includes a commitment to providing access to the study of contemporary music for an under-served youth audience. The purpose of the network is to demonstrate and promote the life-changing role that a contemporary music education plays in the lives of these students. The Berklee City Music Network, through its members, additionally, provides instructional and mentoring opportunities for Berklee College alumni that reside in the member's city.

We are very excited about our new partnership with Project R.Y.T.M.O.

Sincerely,



J. Curtis Warner, Jr.
Associate Vice President, Education Outreach
Executive Director, Berklee City Music