



**FOR IMMEDIATE RELEASE**  
**June 8, 2010**

**Press Contact:**  
Jessica McKay  
610-416-6742  
Jessica.McKay@gmail.com  
**Web:**  
[www.phillyrock.org](http://www.phillyrock.org)

**Rock to the Future – New Free Music Education Program for  
Philadelphia Students, to Launch in Fall 2010**  
*First year open to 15 students; applications due July 31st*

PHILADELPHIA – **Rock to the Future**, a new, free afterschool music education and youth development program, will open to Philadelphia area students this fall. The program focuses on the incorporation of music education with academics to create success in school and life. Students will learn an instrument – their choice of guitar, bass guitar, drums, vocals, or keyboards – and will also receive homework help. The students will work together to write new, original music and will attend free educational and musical seminars and workshops.

The idea of Rock to the Future was first conceived in 2008 by Jessica McKay, a Temple University graduate with a degree in Business Administration. McKay worked for a financial company for two years before deciding to pursue her love of arts and education in the non-profit sector. As a musician herself, she understands the importance of music and the difference it can make in the lives of youth.

“When there are cuts made to the Philadelphia public school budget, the first programs dropped are music and arts program,” says Rock to the Future founder and director **Jessica McKay**. “Most Philadelphia students are never exposed to music and the arts, but it is proven that music education can actually improve learning capacity and grades. There is a gap that needs to be filled, and Rock to the Future will help bridge that gap when it opens this fall.”

Thanks to Women for Social Innovation, a Philadelphia based women's giving circle and a donor advised fund of WOMEN'S WAY, and their generous gift of \$15,000, Rock to the Future will be open to students at no cost. In its first year, 15 students, ages 9-14, will be selected based on their desire to be part of Rock to the Future and financial need. Students will receive group lessons and academic supervision in a safe, positive environment that will help them improve their grades and help them learn to socialize in a constructive way with their peers. Students may attend the free program every day after school until 6pm at the Atonement Lutheran Church in Fishtown. The program will run September through May. **Applications are due by July 31st.** Applications and information can be found online at [www.phillyrock.org](http://www.phillyrock.org).