

THE AEOLIAN

519 672 7950 WWW.AEOLIANHALL.CA 795 DUNDAS ST. E. LONDON ON NSW 2Z6

FOR IMMEDIATE RELEASE

The Aeolian to Launch London's First El Sistema Program

London, October 25, 2011—The Aeolian Hall Musical Arts Association (AHMAA) is pleased to announce the November 2011 launch of “**El Sistema Aeolian**”.

El Sistema is a program designed to offer free music training for youth with a focus on classical orchestral music. This opportunity is targeting participants who might not normally have opportunities to study music in a private setting and participate in an orchestra.

The philosophical goals of the program are to help youth learn to play great music, build team-work skills, pursue excellence, and engage in unique self-actuated learning styles. Through these skills and pathways, new horizons and alternative pathways can be actuated in these young people's lives.

“This is considered to be one of the greatest social-transformation programs in the world and uses great orchestral music as a vehicle. For the Aeolian, this is simply what we are about: creating positive change in the world through art and culture.” Clark Bryan, AHMAA Executive Director

The first opportunities for participants in this program will be youth from the Old East Village Community and in particular Lorne Ave. Public School. Once launched, The Aeolian will be expanding this program model which will offer opportunities to other areas, groups, organizations and individuals throughout our City.

El Sistema has a thirty-five year history of success in the world and is spreading. Aeolian's launch will be the 4th in Canada and is supported by a gifted group of musicians, educators, students, interested community members and the Staff/Directors of the Aeolian.

About the Aeolian Hall Musical Arts Association: The Aeolian believes that the arts can enlighten, inspire, and transform, and is, therefore, committed to building a better community through involvement in the arts. Our Heritage building, nationally recognized for its acoustics, is a multi-disciplinary arts centre and school for the arts where the synergy between teaching and performance is fostered and allowed to flourish. At The Aeolian, we provide the highest quality of innovative, accessible, and diverse offerings in performance, education, and volunteerism.

Contact:

The Aeolian Hall Musical Arts Association
Clark Bryan
Executive Director
clarkbryan@rogers.com
519-672-7950

###