

**Music & Arts sponsors Fire in Ice street festival in Frederick, MD**

— Company invests back in local community activities, raising awareness for the importance of the arts and music education —

**Frederick, MD, March 22, 2023:** For the second year in a row, [Music & Arts](https://www.musicarts.com/), one of the nation’s largest musical instrument retailers and lesson providers, served as presenting sponsor of a street festival in the hometown of its corporate headquarters, Frederick, Maryland. The “Fire in Ice” festival, part of the city’s monthly First Saturdays series, took place on Friday, February 3, and Saturday, February 4, 2023, at Carroll Creek in historic downtown Frederick. The event featured a series of 120 world-class ice sculptures and live ice-carving on site, as well as fire performers on Friday evening.

The event included live music performances at a stage equipped by Music & Arts, including a full P.A. system and lights. Local businesses presented many of the ice sculptures, with the Music & Arts logo included on the signage of each individual exhibit. Other attractions included the Ice Games Center (which featured life-sized versions of popular games carved from ice), the “Polar Lounge” photo booth (complete with ice furniture), on-site food trucks, a scavenger hunt and more. An estimated 25,000+ residents were in attendance across the festival’s two days.

“Our primary goal at Music & Arts is to be advocates for music education and the importance of the arts,” remarks Erin Gang, Music & Arts Marketing Director. “This advocacy takes many forms, but community involvement is a key element. The February First Saturday is becoming a yearly tradition for us in Frederick, introducing music to kids in the community and making the public more aware of the Music & Arts brand strengthens our efforts to spread awareness of the key role that arts and music education should play in our communities. This event was a great success, and the live music performances were an additional highlight. We offer our thanks to the community and all who were involved in this magical weekend.”

To learn more about Music & Arts, visit [MusicArts.com](http://www.musicarts.com/).

###

Photo file 1: FireInIce\_MA\_Scultpure.JPG

Photo caption 1: Ice sculpture sponsored by Music & Arts at the “Fire in Ice” festival in Frederick, Maryland.

Photo file 2: FireInIce\_MA\_Scultpure\_Night.JPG

Photo caption 2: Ice sculpture sponsored by Music & Arts at the “Fire in Ice” festival in Frederick, Maryland, pictured after dark.

Photo file 3: FireInIce\_Kristian\_Michelle.JPG  
Photo caption 3: Kris Delgado, Music & Arts Store Associate, Germantown, MD; and Michelle Rivera, Music & Arts Merchandise Planner (based at the M&A Support Center), pictured at the “Fire in Ice” festival in Frederick, Maryland.

Photo file 4: FireInIce\_Kate.JPG

Photo caption 4: Kate Bittle, Music & Arts School Services Marketing Coordinator (based at the M&A Support Center), pictured interacting with a community member at the “Fire in Ice” festival in Frederick, Maryland.

Photo file 5: FireInIce\_Boats.JPG

Photo caption 5: Floating ice sculptures at the “Fire in Ice” festival in Frederick, Maryland.

**About Music & Arts:**

Music & Arts is celebrating over 70 years as one of the nation’s largest band & orchestra instrument retailers and lessons providers, and is part of the Guitar Center family of brands. Based in Frederick, MD, the company operates more than 250 stores specializing in instruments sales and rentals, lessons for musicians of all levels and a nationwide repair network, serving educators, musicians and parents. More than 200 Music & Arts educational representatives provide personalized service to the music educators in their communities, supporting them and their students with in-school service calls, rentals and repairs. Through offering its services, Music & Arts spreads the power of the band & orchestra experience to transform lives, enrich communities and stir the soul.

**FOR MORE INFORMATION PLEASE CONTACT:**

* Erin Gang | Music & Arts – Marketing Director | 240.215.7491 | [erin.gang@musicarts.com](mailto:erin.gang@musicarts.com)
* Clyne Media | 615.662.1616 | [pr@clynemedia.com](mailto:pr@clynemedia.com)