

**Music & Arts, Pearl, and Adams Partner to Deliver a Big Sound**

Band Rooms Upgraded: Celebrating the Winners

**Frederick, MD, April 23, 2024:** [Music & Arts](https://www.musicarts.com/), Pearl and Adams are thrilled to announce the winners of the Upgrade Your Band Room Sweepstakes! The sweepstakes, announced on October 2, 2023, through email and social media platforms, targeted middle/junior and high school educators across the country. The prizes awarded were one $50,000 and one $25,000 kit, the contents of which include a customized assortment of different Pearl wind and Pearl and Adams concert and marching percussion instruments. The positive response from teachers resulted in over 3,200 entries being filled out online, with the sweepstakes concluding on October 27.

The lucky winners, selected randomly by a third party, were announced to the public online and through email on November 14. The Grand Prize winner of the $50,000 package is Jonah Rayas, who serves as the Assistant Band Director at Col. John O. Ensor Middle School in Horizon City, TX. The First Prize winner of the $25,000 package is Heather R. Nowell, who serves as the Band Director at Martinsburg South Middle School in Martinsburg, WV. “Having the opportunity to have all of this at my students’ disposal is great. Watching my students open the instruments was like watching my kid on Christmas Day. It is wonderful that the kids can showcase their talents on high-quality instruments that professionals play; it is possible they could not have that opportunity again,” said Nowell, when asked about her winning status.

As winners of the sweepstakes, both Nowell and Rayas have been able to custom-select from the range of instruments offered and build their orders in a purposeful way. This aspect of the sweepstakes is key because it provides an opportunity for the winners to fulfill specific needs for their programs and cater to their students’ goals as musicians. Instruments ordered include, but are not limited to, the following: snare drums, vibraphones, trumpet, flute, bass drums, xylophones and marimbas.

When asked about the purpose of the sweepstakes, Pearl Representative Mike Zurlo said, “It is very important to help out and give back to the music community. Band programs like this are the starting point for everything. Pearl is grateful for the opportunity to partner with Music & Arts to help deserving schools like this one get new instruments. It is a win-win for everybody.”

Along with shiny new instruments, both Rayas and Nowell have received a sweepstakes celebration for their classrooms. Coordinating with the Music & Arts School Services channel, specifically Educational Representatives Jon Hanlin and Christine Perez, both educators received their full instrument order and worked together to plan for the upcoming festivities. Nowell had her celebration in late March with her students, fellow school staff, and members of both Music & Arts and Pearl in attendance, all of whom got to enjoy the new instruments, tasty food, and fun Music & Arts SWAG. The excitement from the school and students prompted a day of proud musical performances, many smiling faces, and an overall appreciation for the arts and music education from all parties involved. Rayas and his students had their day of celebration on Apr. 15.

The success of this initiative brings about support and a desire for more future collaborations with Music & Arts and both Pearl and Adams. As a team they have lifted up and strengthened these two talented band programs and they look forward to working together again in the future!

To learn more about Music & Arts and this initiative, please visit [Band Rooms Upgraded (musicarts.com)](https://thevault.musicarts.com/bandroomsupgraded/).

Photo file 1: GrandPrizeWinner\_TX.JPG

Photo caption 1: Music & Arts, Pearl, and Adams celebrate the grand prize winner at Col. John O. Ensor Middle School in Horizon City, TX.

Photo file 2: FirstPrizeWinner\_WV.JPG

Photo caption 2: Music & Arts, Pearl, and Adams celebrate the first prize winner at Martinsburg South Middle School in Martinsburg, WV.

Photo file 3: PizzaPartyCelebration\_WV.JPG

Photo caption 3: Music & Arts, Pearl, and Adams celebrate with a pizza party at Martinsburg South Middle School in Martinsburg, WV.

Photo file 4: PearlMarchingBassDrums\_TX.JPG

Photo caption: Students trying out their new Pearl marching bass drums at Col. John O. Ensor Middle School in Horizon City, TX.

Photo 5: AdamsConcertPercussion\_WV.JPG

Photo Caption: Students trying out their new Adams concert percussion at Martinsburg South Middle School in Martinsburg, WV.

**About Music & Arts:**

Music & Arts is celebrating over 70 years as one of the nation’s largest band and 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 260 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 230 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 and orchestra experience to transform lives, enrich communities and stir the soul.

**About Pearl & Adams**

Pearl’s contribution to the Upgrade Your Band Room promotion underscores its steadfast commitment to youth music education. By investing in new instruments, Pearl is not only enriching the learning environment for aspiring musicians but also demonstrating its dedication to fostering creativity and excellence in the next generation of musical talent. This support reflects Pearl's belief in the transformative power of music education, empowering young individuals to discover their passion and potential in the world of music.

**FOR MORE INFORMATION PLEASE CONTACT:**

* Laura Lawrence | Music & Arts – Marketing Director | 520.850.3795 | laura.lawrence@musicarts.com
* Robert Clyne | Clyne Media | 615.300.4666 |robert@clynemedia.com