



P.O. Box 63366, North Charleston, SC 29419-3366
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FOR IMMEDIATE RELEASE:

Musicorp 2010 PLAY Instrument Essay Contest

Charleston, SC, August 25, 2010 – Musicorp, a leading distributor and manufacturer of musical instruments, lighting products and accessories, is pleased to announce the second annual Musicorp “**Passion & Learning for Aspiring Youth**” Instrument Essay Contest! Musicorp’s **PLAY** Instrument Essay Contest focuses on music education in Charleston, SC schools by offering students a chance to obtain and learn a musical instrument of their choice.

Middle schools are targeted for this essay contest. Five winning students will be awarded their instrument of choice, such as a flute, clarinet, violin, trumpet, snare drum or keyboard. Organized by Musicorp employees Paula McHoney and Sharon Crocker, each student contestant is required to submit an essay of 150 to 250 words addressing three questions: Which musical instrument would you like to win and why? How will a new musical instrument help you achieve your future goals? Why is education in music important? Each student is also required to be enrolled or to enroll and participate in a school music program. Contest submissions will begin September 7th, 2010 and end October 8th, 2010.

The winners will be announced on October 13th and instruments awarded on October 27th, 2010 at Musicorp Headquarters in North Charleston, South Carolina. Each winning student will also receive an award certificate and a bag of maintenance kits, books, stands, and other small accessories to help them learn and care for their new instrument. Donations are given directly by Musicorp employees and friends to help fund this project. Questions and submissions can be emailed to PlayEssayContest@gmail.com.

(PHOTO ATTACHED: Musicorp 2010 PLAY Essay Poster)

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About Musicorp

Musicorp is a leading wholesale distributor of musical instruments, accessories and lighting equipment owned by KMC Music. Musicorp partners with its retail customers to help them strategically grow their business, providing the industry's widest product selection, broadest marketing reach and largest distribution network. The company offers distinctive, proprietary brands such as Barcus-Berry, J.B. Player, Percussion Plus, Arbor, J.Reynolds, RMS, Amigo, Lauren and MBT Lighting & Sound as well as strategic partnerships with brands such as Samson, Zoom, Hartke, Yamaha guitar packages and portable keyboards, Sabian, Dean Guitars, Remo Percussion, Luna Guitars and more. Musicorp is headquartered in Charleston, SC with distribution centers located in California and Kentucky. For more information, please call 800-845-1922/ 800-874-5774, or visit us online at <http://www.musicorp.com>.

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