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FOR IMMEDIATE RELEASE:

## **Musicorp Cools Off By Donating To Project Cool Breeze**

**Charleston, SC, August 16, 2010**– Musicorp employees have proudly donated money to Project Cool Breeze, a Charleston, South Carolina cause, which provides fans and window A/C units to disadvantaged seniors during the summer.

Periodically throughout the 2010 summer months, Musicorp employees had the opportunity to pay \$3 each for the chance to wear shorts and flip flops to work to help combat the summer heat. In return, all proceeds were donated directly to Project Cool Breeze. Dan Roberts, Musicorp VP remarked, “Musicorp employees are always great about finding ways to give back to the community and help those less fortunate.”

Project Cool Breeze began in 1909, when City of Charleston councilman Wendell Gilliard began a project to provide new fans and air conditioners to elderly persons, 60 years or older, in the Charleston tri-county area in response to a number of heat-related deaths. With the growing number of seniors, particularly those on low-fixed incomes, it is more important than ever that the community and local businesses support Project Cool Breeze. During the summer months, air conditioners and fans are distributed to elderly persons in need. Over the past 10 years 250 to 300 families are served each year.

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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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