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KEEPING THE BEAT ANNOUNCES MUSIC EDUCATION GRANTS RESULTING FROM 2008 FUNDRAISING ACTIVITIES

*Portland Creative Conference and American Roots Music Festival
Proceeds Will Support Various Oregon-based Programs*

Beaverton, Ore. (January 8, 2009) – Keeping the Beat, an Oregon-based nonprofit that supports K-12 arts education with a focus on music programs in rural Oregon, has announced financial support for several programs as a result of funds raised in 2008 via the organization’s two flagship events, the Portland Creative Conference and the American Roots Music Festival.

School music programs selected for financial support from American Roots Music Festival proceeds are located near the event’s rural location in Turner, Oregon. Including 2008 dollars, the total cash distributions from this event to support K-12 music education programs is \$27,000 since 2004. Organizations receiving cash distributions from the 2008 event include the North Santiam School District, the Cascade School District and the Salem/Keizer School District.

Programs selected to receive financial support from Portland Creative Conference proceeds are connected to two of the keynote presenters at the 2008 event, which was held on September 6th. One of those presenters was Jelly Helm of advertising agency Wieden+Kennedy. Agency co-founder Dan Wieden is also the founder of Caldera, an arts education program for underserved Oregon youth. Keeping the Beat distributed \$2,000 to Caldera as a result of this connection. Another presenter at the conference was world-class theatrical production designer Michael Curry. Since Michael’s studio is located within the St. Helens School District, Keeping the Beat distributed \$2,000 to their Performing Arts Department.

“Launching the Portland Creative Conference as a fiscally sponsored project of Keeping the Beat in 2008 was a win-win situation for the regional creative economy and for arts education,” said Steve Gehlen, founder of Keeping the Beat. “The first-year results exceeded our expectations due to the outpouring of support the event received from sponsors, individual donors, volunteers and attendees.”

(more)

About the Portland Creative Conference

The Portland Creative Conference (aka Cre8Con) is an interdisciplinary exploration of the creative process as demonstrated by thought-leading keynote speakers across various creative industries. The next event is scheduled for September 12, 2009. For more information, visit <http://www.cre8con.com>

About the American Roots Music Festival

The American Roots Music Festival is a celebration of American Roots music, including Americana, blues, bluegrass, dixieland, folk, gospel, jazz and more. The next event is scheduled for October 17, 2009. For more information, visit <http://www.armf.org>

About Keeping the Beat

Keeping the Beat is an Oregon-based nonprofit 501(c)(3) public charity dedicated to supporting K-12 arts education with a focus on music programs in rural Oregon. For more information, visit <http://www.keepingthebeat.org>

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