



Press Release

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FOR IMMEDIATE RELEASE:

Keep Calm and Rock On: Wood-Mode Partners with Music Education Nonprofit Little Kids Rock® for KBIS 2016

Kreamer, PA (January 2016) – There’s no doubt about it – little kids rock. Especially when you put an instrument in their hands and give them the lifelong gift of music education. Luxury custom cabinetry manufacturer Wood-Mode has developed a partnership with national nonprofit organization [Little Kids Rock](#) and plans to promote the organization in conjunction with its 2016 Kitchen & Bath Industry Show (KBIS) activities. Showgoers who participate in the Wood-Mode #SymphonyOfStyle social media campaign will have a chance to build awareness for Little Kids Rock and support the organization financially.

The Wood-Mode design theme for KBIS 2016 is “Symphony of Style,” a celebration of luxury, artistry and craftsmanship in concert. The theme will be celebrated through daily soirees with live music, booth design, new products and social media at KBIS 2016. Wood-Mode will explore music and instruments as they relate to the hallmarks of Wood-Mode cabinetry: quality, craftsmanship, artistry and individualized style.

How to Help

Rachmaninoff. Ray Charles. Radiohead. Rain on a tin roof. Everyone has a soundtrack that fuels their inspiration. At KBIS 2016, Wood-Mode will ask the question “What’s your Symphony of Style?” Participants can share a response on Twitter, Facebook and Instagram using #SymphonyOfStyle and #KBIS2016.

For each post using these hashtags, Wood-Mode will donate \$5 to [Little Kids Rock](#) – a nonprofit bringing musical instruments and education to hundreds of thousands of public school students across the U.S.

"We are so grateful to Wood-Mode for their support of our kids' right to have robust music education programs in their schools," says David Wish, Founder and CEO of Little Kids Rock. "With supporters like this, we will eventually build a world, through music, where kids can live rich, purposeful lives!"

Let’s make sweet music!

Located at booth #N2273, Wood-Mode will host daily lifestyle-themed soirees featuring choice food, beverages and live music.



- **Tuesday, January 19: European Inspirations, 4-5 pm**
Attend our tribute to classic European taste featuring hors d'oeuvres, Irish stout, and sangria, along with a live musical tour of the continent.
- **Wednesday, January 20: American Classics, 4-5 pm**
Join us for a sampling of classic American tastes, including hors d'oeuvres, American pale ales, California wines, accompanied by classic American music performed live.
- **Thursday, January 21: Contemporary Expressions, 10-11 am**
Don't miss this Contemporary brunch featuring Bloody Marys, mimosas, and live contemporary music.

About Little Kids Rock®

Little Kids Rock, based in Verona, New Jersey, started in 2002 as a schoolteacher's vision to give his students access to music education while diminishing budgets for the arts made that more and more difficult to do. With initial support from musical luminaries like Carlos Santana, Bonnie Raitt and John Lee Hooker, Little Kids Rock was born. What began as a single after-school guitar class has since exploded into a national movement that is bringing free, weekly music lessons to more than 215,000 public school children due to the efforts of more than 1,500 teachers in 29 cities nationwide. To date, Little Kids Rock has served over 400,000 students. Additional statistics and facts about Little Kids Rock:

- Modern Band is the school music program that teaches kids to perform, improvise and compose using the popular styles that they know and love including rock, pop, reggae, hip hop, R & B and other modern styles. Modern Band classes feature guitar, bass, keyboard, drums, vocals, technology, and computers.
- The organization partners with school districts to train public school teachers to run its innovative Modern Band curriculum and donates all of the accompanying instruments and resources necessary to teach popular music in a way that empowers students to experience instant achievement.
- SAT takers with coursework/experience in music performance scored 57 points higher on the verbal portion of the test and 43 points higher on the math portion than students with no coursework or experience in the arts!
- Schools that have music programs have significantly higher graduation rates than do those without programs (90.2% as compared to 72.9%).
- Data show that students who participated in band or orchestra reported the lowest lifetime and current use of all substances (alcohol, tobacco, illicit drugs).
- Mastery of the arts and humanities is just as closely correlated with high earnings as having high technical skills.
- Studies have shown that diligent instrument training from an early age can help the brain remain focused when absorbing other subjects, from literature to tensor calculus.
- Involvement in music lowers risk of gang activity by fostering social bonds and increasing confidence.

About Wood-Mode, Inc.

Wood-Mode, Inc., founded in 1942, is the nation's largest manufacturer of custom cabinetry for kitchens, baths and other rooms throughout the home. The company is proud to note that its 70+ years in business have all been family owned and operated and is a complete Made in America



operation. Its products are marketed through a network of over 600 independent dealers located throughout the United States and Canada.