

CONCORDIA COLLEGE

NEW YORK

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Concordia Conservatory

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Concordia Conservatory Receives Private Donor Grant for Guitar Music Outreach Program at Greyston After-School Program in Yonkers

December 19, 2007 - Concordia Conservatory announced today that it is the recipient of a private donation to start a new music outreach program in guitar at the Greyston Foundation in Yonkers.

Established in 1998, Concordia Conservatory's Music Outreach Program began at the Rosedale Achievement Center in the South Bronx and has expanded over the years to include a program at Eastchester Child Development Center, a tuition-free community musical and scholarship program. Concordia Conservatory has provided music instruction and leadership to more than 5,000 students through its music outreach program.

Held during after-school hours during the week, the new Greyston music program will include weekly guitar instruction with regular practice sessions throughout the week. In addition, the Outreach Program includes performance opportunities for participating students, both in Yonkers and at Concordia College. The guitar program will include instruments and instructional materials exclusively from the Fender Corporation.

The private donors, Brian Fetherstonhaugh and Chris Zufelt, have been associated with the Conservatory as students and supporters for the past ten years. Brian is the global CEO of Ogilvy One, the company's direct marketing, interactive, and consulting arm. Brian began his career on the client side at Procter & Gamble, and then grew through the ranks at Ogilvy. He became President of Ogilvy Canada in 1994, and three years later took on global leadership of the flagship IBM account.

Born and raised in Montreal, Brian graduated from the McGill University Business School. Brian is married to Chris and has two daughters, Claire and Alison. He has a local rock band named Plan B. Chris Zufelt has been a piano student at Concordia Conservatory and is a parent of voice alumna, Claire.

Greyston Foundation is the major community development and comprehensive services organization dedicated to supporting low-income individuals and families of Yonkers, NY, as they forge paths to self-sufficiency and community transformation.

Greyston provides an after-school program for tenant and neighborhood children which focuses on homework help and recreational activities. The program serves about 25 children between the ages of five and fourteen. The majority of participants are children of formerly homeless families who live in Greyston's affordable housing. The program offers important emotional, social, and academic support. Parents are actively engaged as a critical component of child development. The program operates out of the Greyston Technology Education Center at 62 Warburton Avenue.

The Greyston music outreach program will include the Fender[®] Music Education which has been co-written by Bob Morris, Director of Education at Fender, is a comprehensive beginner group method covering chords, melody and music theory, providing a well-rounded music education. Fender is known worldwide for producing the instruments that started the rock revolution and continue to be highly prized by today's musicians and collectors.

Conservatory Director Kathleen Suss remarked, "This donation will take our music outreach in an entirely new direction. Our outreach program continues to grow, with this new guitar program at the Greyston After-School Program, with a strong pedagogical presence with Conservatory faculty Theresa Calpotura. We are very grateful to Brian Fetherstonhaugh and Chris Zufelt for this wonderful opportunity and commitment."

Concordia Conservatory's philosophy and mission is to inspire, instruct, and enrich lives through music for all people regardless of age, ability, ethnic origin, or financial situation, and serve as a musical education resource for southern Westchester County.