



FOR IMMEDIATE RELEASE

**ACM LIFTING LIVES ANNOUNCES
2009 BENEFICIARIES
& FALL SUBMISSIONS CYCLE**

*Organization More Than Triples Funding in 2009,
Reaching Twelve Deserving Programs Nationally*

ENCINO, CA (July 6, 2009) – **ACM Lifting Lives™**, the Academy of Country Music’s philanthropic arm, today announced its first-ever beneficiaries, along with a call for submissions for an additional fall grant cycle, which begins today.

ACM Lifting Lives is dedicated to improving lives through the power of music. Grants from Lifting Lives fund programs that promote education and healing through the power of music.

The organization was rebranded in April 2009 and as part of the relaunch, upped timing for its annual grant cycles, resulting in two grant cycles in 2009 instead of just one. In addition, with just this first round of grants, Lifting Lives increased funding threefold to approximately \$100,000 and expanded funding to reach 12 programs in total.

“Our presence previously was limited to the greater Nashville area, but this year we expanded to fund programs in the Bay Area, Los Angeles and Atlanta, with the goal of funding music education and music therapy programs nationally,” said Erin Spahn, Director of ACM Lifting Lives.

Programs funded during the inaugural ACM Lifting Lives grant cycle include:

- **Bridges Academy** in Nashville, TN – received funding for music education programs
- **Free Arts for Abused Children** in Los Angeles, CA – received funding for three “free arts days” and two weekly volunteer programs
- **Holston Home** in Middle Tennessee – received funding to expand their music education program
- **Lollipop Theatre Rhythm of Hope Program** in Los Angeles, CA and Nashville, TN – secured facilitators and instruments for the Rhythm of Hope program, which involves artists visiting hospitals to teach ill children how to express their feelings through song
- **Music National Service Initiative** in Oakland, CA and the Bay Area – received funding for the summer training program akin to PeaceCorps but for music fellows
- **Musicians on Call** in Nashville, TN and also a national organization – received funding for music therapy through artist visits at Bordeaux Assisted Living Center
- **Peace thru Music** in Ventura, CA – received funding for purchase and repair of instruments for children from financially challenged backgrounds
- **Songs for Kids** in Atlanta, GA and Los Angeles, CA – received funding for live music performances in hospitals, specifically the “Kids Rock!” program at Children’s Hospital LA

(more)

- **The Art of Elysium** in Los Angeles, CA – received funding for musical expressions program, providing music kits to hospitalized children
- **Vanderbilt Music Therapy Program** in Nashville, TN – received funding for a full time music therapist for summer trauma patients
- **Vanderbilt Kennedy Center’s Williams Syndrome Music Camp** in Nashville, TN – received scholarships for children and funding for camp that has a dual purpose of studying Williams Syndrome and providing music therapy to kids in the form of performance and education
- **W.O. Smith Nashville Community Music School** in Nashville, TN – received funding for music education to underprivileged children, providing room and board expenses for students at Summer Music Camp

Beginning today and ending on July 17, 2009, submissions from the artist community will be taken for the fall 2009-2010 grant cycle. For information on program guidelines and how to submit, please visit www.acmliftinglives.org. Funding decisions will be made and programs will be notified in October 2009.

The Academy of Country Music unveiled the new name, ACM Lifting Lives, at the 44th ANNUAL ACADEMY OF COUNTRY MUSIC AWARDS in April, with a special performance by Trace Adkins of “Til The Last Shot’s Fired” which he performed with the West Point Glee Club in support of Wounded Warrior Project (WWP). WWP was selected by Lifting Lives to benefit from the special show moment. Adkins’ live performance was immediately made available for download at iTunes with all proceeds going to the WWP, netting the organization approximately \$100,000 in total.

About the Academy of Country Music

Founded in 1964, the **ACADEMY OF COUNTRY MUSIC** is an artist and industry-driven organization, providing the financial resources to ensure the on-going philanthropic work of ACM Lifting Lives, the charitable arm of the Academy which works to improve lives through music. The Academy is comprised of more than 4,200 professional members and more than 180,000 associate members and is headquartered in Encino, Calif. For more information, log onto www.acmliftinglives.org or www.acmcountry.com.

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