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**4TH ANNUAL CITYWIDE “FALL INTO MUSIC”
INSTRUMENT DRIVE KICKS OFF ON 11/12**

10 schools and nonprofits serving hundreds of children in Central Texas will benefit.

Austin, TX—November 5, 2016—The Hispanic Alliance and KMFA Classical 89.5 announce the fourth annual citywide instrument drive to support Austin youth music programs, taking place November 12-19. The drive will collect gently-used instruments, books, and accessories from the public and distribute them to 10 area schools and nonprofits that serve youth throughout Central Texas. Over 1,000 instruments, books, and accessories were collected over the past three years and organizers hope to collect another 500 items during this year’s drive.

These programs reach hundreds of children, including many who have no other opportunity for learning to play music. “After many years without an orchestra program, Dobie Middle School has recently launched a new, in-school orchestra program,” says Dallas Shreve, Orchestra and Guitar Director at Dobie Middle School. “We know that ‘Fall Into Music’ has helped other schools grow and sustain their instrumental music programs and are excited to be part of this year’s drive.”

“We increasingly see that music education programs are being expanded in schools throughout Central Texas,” says Austin Soundwaves Director Patrick Slevin. “We are on our way out of an era in which cuts to arts programs were the norm. Austin is so lucky to have numerous individuals, organizations, and businesses that authentically value music education and contribute to events like ours.”

The list of beneficiary schools and organizations includes Austin Soundwaves (a program of The Hispanic Alliance), AllRhythms, Anthropos Arts, Austin Achieve Public Schools, Beyond the Grade, Blackshear Elementary Fine Arts Academy, Dobie Middle School, Recorders Without Borders, and Webb Middle School.

Accepted donations include strings, brass, percussion and woodwind instruments, electronic keyboards, and accessories such as drumsticks and amplifiers. Music, books, and cash donations to help with repairs are also accepted. Donations are tax-deductible and tax receipts will be provided.

Donations will be accepted at four drop-off locations throughout Austin, including KMFA 89.5, Armstrong Community Music School, Eanes Independent School District, and East Austin College Prep. For more details, please visit www.fallintomusic.org.

The Hispanic Alliance is a Texas 501(c)(3) nonprofit organization founded in 2010 to expand creative learning opportunities for underserved and minority youth throughout Central Texas. In 2011, The Hispanic Alliance launched Austin Soundwaves, an El Sistema-inspired program that provides high-quality music education to over 350 youth in Central Texas before school, during school, and after school.

KMFA Classical 89.5 is the all-classical public radio station of Central Texas founded in 1967. The non-profit and listener supported radio station believes classical music inspires and restores the human spirit. KMFA serves approximately 100,000 listeners each week and features both locally produced shows as well as nationally distributed programming. KMFA encourages arts education, supports the Central Texas community, and strives to enhance the region's cultural environment.