

THE SOUND OF MUSIC

KEEP THE MUSIC GOING PROJECT NEWSLETTER

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Play On Concert Breaks Records

For the past two years, the Keep the Music Going Project has held the Play On Concert.

The event is used to create awareness and raise money for the project.

On July 5 and 6, the KMG Project held its third-annual concert at the Hollywood Bowl in Los Angeles.

Artists Kanye West, Demi Lovato, Justin Bieber, Jay-Z, Sia, B.o.B and Carly Rae Jepsen performed at the event.

The event was sold out with 20,000 people in attendance.

Jacob Ripley explained his experience to one reporter.

“I have been to the last two concerts and this one had by far the most people,” Jacob Ripley said. “The artists were extremely interactive with the crowd. It was probably one of the most fun concerts I have been to in awhile.”

The Hollywood Bowl is an

outside arena that is mostly used for orchestra concerts and the LA Philharmonic.

CEO Abigail West wanted a change of scenery for this concert.

“We wanted to use an outdoor arena in the heart of Los Angeles that wasn’t too large,” West said. “Plus, the sound in the arena is phenomenal.”

The money raised by the concert went to the project.

Senior Vice President Kaitlin McGrew was excited about the outcome.

“We raised a record breaking \$1.5 million from the concert alone,”



The Sound of Music is published monthly for employees, students, parents and anyone interested in being involved with the project. All questions and comments should be sent to Abigail West at awest@kmg.com. For more information, visit kmgproject.com

Letter From the Director

This project was created because when I was young, I played flute and piano, and I loved going to lessons.

My mom told me I had to choose between piano and sports because it was getting too expensive. I chose sports. I continue to regret the decision to play sports over music because music lasts forever, but the ability to play sports does not.

To me, music is one of the most inspiring things in life. It helps the flow of creativity and has been a major influence in my life.

Children should have the same opportunity to learn how to play instruments and create music.

The mission of this project is to help children and teens learn how to play and compose and to bring their creativity to life.

Through connections I have made in the past five years, it has been possible for me to receive help from many talented artists.

It has been made possible by the friends I have made to create sold out events and raise money for these children.

I would like to thank the people who fund this project. Without the help of my supporters and influencers, I would have never been able to create this organization.



Los Angeles Boy Seeks Help From the Keep The Music Going Project

Piano and the Keep the Music Going Project helped him cope with losing his parents at a young age.

Taylor Cash lost his parents when he was 13 years old and was sent to live with his grandmother.

He wouldn't speak to anyone, but his grandmother, Mary-Anne Felton, would listen to him at the piano every day. Taylor wanted to learn from professionals, and she couldn't afford it. That's when the search for free lessons began.

"He just started playing," Felton said. "He wouldn't talk to anyone, and at first he was just hitting the keys, but then it started to flow."

Felton was desperate to find someone to help her grandson.

"I called every person I could think of to teach him, but no one would teach him without a high fee," Felton said. "Music lessons in Los Angeles are expensive, and I couldn't take that on."

A friend of Cash's parents, Kristin Costello, had talked to Felton and told her she knew someone. The KMG Project was taking demos at the time and she encouraged Cash to send one in.

With the help of Costello, Cash was able to record a demo for the

KMG Project and they called a week later.

KMG Project CEO Abigail West called Taylor immediately. She was thrilled with what she heard.

"I listened to the first 30 seconds, and loved what I heard," West said. "I didn't recognize the piece he was playing and realized he composed it himself."

West wanted to be the one to call him because she was impressed with not only his ability to play but also his ability to compose. She couldn't believe he was only 13.

Cash was invited to join the KMG Project. His grandmother was glad

someone was able to help her grandson. The services the project offers are phenomenal.

"Finally someone recognized his potential and wanted to help him," Felton said.

Cash began working with Grammy-Award winning artist John Legend. Legend taught him the basic fundamentals of playing: the keys, scales and octaves. Legend started to listen to Cash's arrangements, and asked

him if he could sing.

"I was curious to know if he had written lyrics to these pieces," Legend said.

Cash had never sang but he was willing to try. Legend gave Cash lyrics to one of his own songs, and as he played, Cash sang.

"What I heard was incredible," Legend said. "He needed some work, but there were vocal coaches for that."

The KMG Project called in vocal coach Jan Smith to work with him. She has worked with many young artists and Legend knew she was the right person to work with him. She worked with him on vocal drills and his range. With the help of Smith and Legend, Cash started writing songs.

He will perform at Wango Tango 2012, a concert put on by many upcoming artists.

"Playing music has helped me in so many ways," Cash said. "Losing my parents wasn't easy, and these incredible people helped me through it. I want my music to help other people going through the same thing I was."

To read more stories like Taylor's, visit kmgproject.com.

Upcoming Events



July 1: 10k Run in New York City

July 7: 10k Run in Atlanta

July 8: 10k Run in Dallas

July 14: 10k Run in Los Angeles

July 16: Frank Ocean at Los Angeles Studio

July: 24: L.A. Reid at Atlanta Studio



Musician Donates New Instruments

After working with the Keep the Music Going Project, volunteer and singer Erin Lake knew a new piano was needed.

KMG only had one piano to work with and she knew someone who could possibly donate one. The Richards family was having an estate sale so she asked if they would donate the grand piano to the project.

“They were kind enough to give us the piano,” Lake said. “They were getting rid of it and it was in perfect shape.”

The project is grateful for this donation from Lake and is excited to use the piano.

Donations like this are hard to come by. Cash donations are easily made but it’s not every day that someone donates a grand piano.

Senior Executive of the KMG Project is excited about the donation.

“Grand pianos are about \$10,000, so a donation like this is greatly appreciated,” Lane said.

The project’s students are also grateful for the donation because it gives them the opportunity to use a piano many of them would never come by if they weren’t at the project.

Lake has also recently donated four acoustic guitars and three microphones for the studio.

To make donations to the project contact, Abigail West at (310) 543-9658 or email at awest@kmg.com.



Taylor Cash recording his first song.



Jan Smith congratulating Steven Ingle who won the best young artists award at the AP Awards.



Justin Rake producing a song for Taylor Cash.

