



## STEM to STEAM FAMILY DAY TOWNHALL

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**WHO:** VH1 Save The Music Foundation, *Parents* Network (Partner List in Formation) ...

**WHAT:** Join VH1 Save The Music and *Parents* Network for a *Family Day Townhall* where we facilitate and help lead/shape the dialogue of the STEM to STEAM conversation so that it is understood and easily adopted by many.

We believe that the addition of "Arts" into the science, technology, engineering, and math equation is imperative because studies have consistently shown the tremendously positive effect music education has on a child's brain - leading to greater academic performance, improved cognitive development, math and reading skills, sense of community, self-expression and self-esteem.

We also believe that STEAM supplements the ideals of "Common Core" standards in school day curriculum, playing a vital role in student's development. It also continues to ensure that they are equipped with the necessary tools and skills to succeed in school, career, and life regardless of who you are, where you are from or what you have.

### Objectives of the Forum:

- Identify and define what STEAM means and the benefits of including the Arts in a K – 12 education
- Formation of a STEM to STEAM panel of experts that meet for the roundtable discussion and exchange viewpoints
- Development of an advocacy/ action message
- Creation of a downloadable STEAM Advocacy Toolkit distributed to schools

**VH1 Save The Music is passionate about connecting brands with music makers of all ages and employees with corporate initiatives through doing social good. As a sponsor, VH1 Save The Music will work with you create customized activities at the Townhall.**

### Sponsorship Benefits:

- Provide a brief history of the STEM to STEAM movement and progress thus far
- To form a STEAM panel of experts that meet for a roundtable discussion
- Share best practices and insight on STEAM education, sparking the VH1 Save The Music STEAM Toolkit, available to all.
- To summarize the exchange of viewpoints from the roundtable
- Develop an advocacy message

**Donation Commitment: \$15,000**

**WHEN:** Thursday, May 7, 2015  
6:00PM - 8:00PM

**WHERE:** Washington, DC

**WHY:** The VH1 Save The Music Foundation is committed to ensuring that music instruction is a core component to a complete education that leads to student achievement and rich learning experiences.

Since our inception in 1997, we have been committed to ensuring that the art of music is a part of the lives of children who wouldn't otherwise have access. Therefore, we believe that is our responsibility to lead the charge by raising the volume of the national conversation about STEAM. By taking this position, we are able to help shape the way our kids learn and think, both critically and creatively - impacting their role in society. #PassTheNote and get involved at [vh1savethemusic.org](http://vh1savethemusic.org) join the conversation on Facebook, Twitter and Instagram @vh1savethemusic.

**CONTACTS:** Nia Mack/ 212.846.7324/ [Nia.Mack@vh1savethemusic.com](mailto:Nia.Mack@vh1savethemusic.com)  
Trell Thomas/ 212.846.4919/ [Trell.Thomas@vh1savethemusic.com](mailto:Trell.Thomas@vh1savethemusic.com)  
Jennifer Dunn/ 212.846.7416/ [Jennifer.Dunn@vh1savethemusic.com](mailto:Jennifer.Dunn@vh1savethemusic.com)  
Deniece Dykes/ 212.846.7600/ [Deniece.Dykes@vh1savethemusic.com](mailto:Deniece.Dykes@vh1savethemusic.com)