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FOR IMMEDIATE RELEASE

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Cascio's "Band Together" Group Music Program To Develop Young Musicians' Performance Skills

New Berlin, WI (March 11, 2011) – Cascio Interstate Music, 13819 W. National Ave. in New Berlin, presents "Band Together," a new group lesson program for young musicians. This interactive and collaborative learning experience will inspire young musicians, teaching them how to play together in an ensemble other than their school band. Instruments covered will include guitar, bass, drums, keyboards, vocals and more.

Cascio instructors will organize students, based on ability, into "bands" to rehearse and learn together. Students will learn inside secrets, marketing techniques, and tools to become a successful musician in a working band!

This unique 10-week session includes instruction from expert musicians on group dynamics, form, harmony, tonality, melody and phrasing, plus tips on music marketing, promotion, and networking. In addition, the topics of commitment, dedication, drive, and self-confidence will be emphasized as they relate to the band environment. Live performance opportunities will be offered, including a chance to perform live on Milwaukee's WMSE 91.7 FM "Frontier Radio," also a supporter of Band Together. Additional savings on products at Cascio Interstate will also be offered.

Band Together lead instructor Ryan Schiedermayer, local drummer/percussionist and member of the band "Streetlife," states: "I believe there exists a real demand for a program that connects the dots between private instruction and group performance. At the

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end of the day it's not how good a student sounds by themselves practicing at home but rather how they can perform within a group setting."

To be eligible, a student must: (a) understand basic music theory, (b) own an instrument, (c) be able to read music, and (d) be committed to attend all scheduled sessions. The cost of the 10-week program is \$250.

The audition date for Band Together will be held on a Sunday in early April, with the 10-week session following that on Sundays. For more information, please contact Mary Rodgers, Cascio Interstate Music's Lesson Coordinator, at (262) 789-7600 ext. 116, mroddgers@interstatemusic.com, or stop in at Cascio's service counter for more information.

Cascio Interstate Music is among the nation's top independent musical instrument retailers, as the 12th largest musical instrument dealer in the United States. Cascio has been operating for over 60 years, headquartered in the suburban Milwaukee, Wisconsin marketplace, which houses its retail Superstore, Call Center, Web Center and corporate offices. Its Distribution Center in Waukesha, WI handles over 40,000 items. Cascio Interstate offers a wide selection of musical instruments, fine pianos, accessories, sheet music, private music lessons, free in-store educational clinics, rentals, repairs, and more. More information on the Company is available at www.interstatemusic.com.

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