

FOR IMMEDIATE RELEASE

Date

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While so many prices seem to be going up - the Pensacola Children's Chorus taking prices down - making quality arts education more affordable for all area children...

CHILDREN'S CHORUS REDUCES TUITION TO AS LOW AS \$15/MONTH

Pensacola, Fla. – August 2022 – After-school arts programs should not be accessible only to those with more money, at least according to those at the Pensacola Children's Chorus. Beginning with the 2022-2023 season, all of PCC's educational programs will cost as little as \$15/month.

"Sticker shock shouldn't prevent a child from a life changing musical experience," says Alex Gartner, PCC's Artistic & Executive Director. "For many in our community, the sheer mention of the word 'tuition' turns them away. With our Triple-A Commitment, we hope to change that."

PCC's Triple-A Commitment, named for the 3 "A's" of the initiative's name (Affordable & Accessible Arts), establishes \$15 as the lowest monthly tuition for each program. Maximum tuition ranges from \$55-\$95/month based on age. Utilizing a sliding scale model, families can select the price that works best for their personal finances.

This new initiative isn't the first in PCC's commitment to providing financial assistance to local families. Each year, the chorus pledges \$40,000 to assist families in need. Since 2016, they have awarded over \$250,000 in aid.

"While we've always helped families in need, there are still many who do not know about our commitment to keeping our programs both affordable and accessible," says Gartner. He estimates that of the 300 auditions conducted annually, approximately 7-10% opt not to join due to financial strain. "With Triple-A, we hope to showcase the affordability of our programs and our commitment to our community more prominently."

Triple-A is the latest in PCC's work to provide accessible arts programs for local youth. Last year, it launched 2 new low-cost choirs in Warrington and Gulf Breeze. Another has been established near the Florida-Alabama state line and serves youth in Century, Jay, and Flomaton.

These initiatives are supported by a large group of donors who pledge to support PCC's members with thousands of dollars each year. Their generosity is not lost on Lacy Bernhardt, whose children have been involved in PCC for 10+ years.

"PCC has been a great home to my daughters," says Bernhardt. "I'm so grateful for those who make it possible for them to be a part of such a welcoming organization."

The Pensacola Children's Chorus is accepting new members by appointment through the month of August. For more information on how to join, visit www.PensacolaSings.org.

About the Pensacola Children's Chorus

The Pensacola Children's Chorus (PCC) is a non-profit, community-based arts education program which uses music and performance to inspire and nurture a new generation of young leaders. Serving 300 young musicians from over 60 schools across Northwest Florida and Southwest Alabama, PCC uses music education to provide opportunities for personal growth, friendship, and community service. Formally established 1990 as a program of the Pensacola Symphony, the now-independent organization continues to pursue diversity of talent, repertoire, and performance to enhance and enliven the cultural fabric of our community. To fulfill its role as the preeminent regional youth music education program, PCC presents a full season of outreach, educational programs, and performances each year for thousands of children, youth, and adults.

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