

FOR IMMEDIATE RELEASE

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VCM ChoirKids Benefit from Giving Tuesday

The Victoria Conservatory of Music is launching a special campaign to raise funds in support of their *ChoirKids* Program, which will be the focus of this year's online [GivingTuesday](#) drive on Nov. 27. The VCM is delighted to announce that both [Cameron Izard Snell Chartered Professional Accountants](#) and [Odlum Brown Limited's Brian Howe and Gareth Dickson](#) will match all gifts made to *ChoirKids* – tripling the amount donated through their GivingTuesday campaign, up to a total of \$10,000.

The VCM helps kids in local elementary schools unlock their potential by providing a community outreach program called *ChoirKids*. Offered specifically in underserved and under-resourced communities, ChoirKids is a free, non-auditioned choir program which focuses on singing for fun, to foster a love and appreciation for music. Children are guided through the process of discovering their own creative voice while performing together as one community.

ChoirKids is currently offered at four local elementary schools with a plan to extend the program to at least two more schools in the near future. Since its creation, more than 1,000 children have sung with *ChoirKids* in local schools including George Jay, Craigflower, Victoria West, and Tillicum.

“ChoirKids offers a unique experience for kids that would not have access to this type of learning,” says Jane Butler McGregor, Victoria Conservatory of Music CEO. “Not only does it offer an opportunity to sing and play creatively with classmates, but it also teaches meaningful developmental skills such as self-confidence, problem solving, memory building, understanding emotion, and a sense of belonging.

Founded in 2012, GivingTuesday is a global movement for giving and volunteering, taking place each year after Black Friday. The “opening day of the giving season,” GivingTuesday is a time when charities, companies and individuals join together and rally for favourite causes. In the same way that retailers take part in Black Friday, the philanthropic community comes together for GivingTuesday.

For more information about *ChoirKids* visit: <http://vcm.bc.ca/choirkids-helping-kids-thrive-song/>

About the Victoria Conservatory of Music:

Founded in 1964, the Victoria Conservatory of Music is one of Canada's most innovative and progressive music schools. Its mission is to enrich lives through music in a thriving community accessible to all. The VCM is a Centre for Excellence and enjoyment of music through education, performance and music therapy, serving its community of over 3700 students and music therapy clients of all ages, through six outstanding program areas: The Ann & George Nation Conservatory School of Classical Music; The Chwyl Family School of Contemporary Music; the School of Music Technology and Creativity; and the departments of Postsecondary Studies, Music Therapy, and Early Childhood Music. VCM's Music Outreach initiatives further enrich the lives of over 1000 children in day-cares, preschools, and Elementary schools throughout the Greater Victoria Area. The VCM is a non-profit organization located in Victoria, British Columbia, Canada. For more information visit us online at: vcm.bc.ca

