



FOR IMMEDIATE RELEASE

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PROJECT 440 ANNOUNCES EXHIBITORS AND PANELISTS FOR THE 6th ANNUAL COLLEGE FAIR FOR MUSICIANS

Winner of the Greater Philadelphia Cultural Alliance's inaugural NEXT Award for its "forward thinking initiatives" will present its College Fair for Musicians on November 4.

Philadelphia, PA (October 19, 2023) – Today, Project 440 announced the 40 plus Exhibitors and panelists for its 6th annual College Fair for Musicians to be held on **Saturday, November 4 from 10 am to 4pm** on the Kimmel Cultural Campus inside the **Kimmel Center** building at 300 S. Broad Street. The College Fair for Musicians is a free event for students, parents, educators, and anyone who wants to learn about opportunities to pursue music and the arts in college or know more generally about attending college.

Attendees can participate in college readiness & career pathways panel discussions from **10 a.m. to 1 p.m.** and connect one-on-one with admissions officers and representatives from more than **40** colleges, universities, conservatories, and music education organizations from Philadelphia and nationwide during the Exhibitor session **from 1:00 p.m. to 3:30 pm**. Register at project440.org/college-fair.

Joseph Conyers, Project 440's Founder & Vision Advisor and Principal Double Bass of The Philadelphia Orchestra, says, "No matter where a young person is in their college journey, the College Fair for Musicians is a great day and opportunity to ask a lot of questions, talk with college representatives, and other students, and learn about prospective career paths in music and the arts."

Participating schools from the Delaware Valley include Curtis Institute of Music, Delaware State University, Eastern University, Rider University, Rowan University, Rutgers University, Swarthmore College, Temple University, University of the Arts, University of Delaware, and West Chester University. Representatives from Philadelphia education programs and organizations will also participate in the Exhibitors session, including the Community College of Philadelphia's, Power Up Your Business, Musicopia, Opera Philadelphia, Philadelphia Music Alliance for Youth, Philadelphia Youth Orchestra Music Institute, and Temple Music Prep.

Schools participating from beyond the region include Berklee College of Music, California Institute of the Arts, Carnegie Mellon University, Cleveland Institute of Music, Johns Hopkins Peabody Conservatory, The Juilliard School, Lawrence University, Manhattan School of Music, University of Miami, University of Maryland, University of North Texas, University of Southern California, and Vanderbilt University. A complete list of Exhibitors is available at <https://project440.org/college-fair>.

Prior to the Exhibitor session attendees can attend College & Career workshops and panel discussions featuring industry professionals, college students, and professional musicians. **Dr. Chandra Williams**, vice President, community manager, JP Morgan Chase will give a workshop on credit basics, budgeting and savings, and Project 440's resident college expert, **Cigus Vanni** will review all aspects of financial aid.

Naomi Gonzalez, Chief Education Officer at the Mann Center will moderate the culminating panel on career paths in music featuring classical, jazz, and hip-hop artists.

The complete schedule of workshops and panel discussions is:

- **Current College Student Panel: “What I Wish I Knew” featuring Project 440 alumni** moderated by **Brittany Grason**, associate director of music admission, West Chester University, 10 and 11am
- **Understanding Financial Aid** with Cigus Vanni, “The College Fairy,” 10 a.m.
- **Budgeting and Saving for College Students** with Dr. Chandra Williams, vice president community manager, JP Morgan Chase and featuring [Kaisha Blackstone](#), Assistant Teaching Professor at Drexel University and co-founder of BASSic Black Entertainment and BBE records, 11am
- **Career Paths in Music** with **Naomi Gonzalez**, chief education officer, Mann Center, [Yumi Kendall](#), assistant principal cello, The Philadelphia Orchestra, **Geronimo Vannicola**, music producer, educator and composer, and **Isaiah Witherspoon**, jazz drummer, music producer, and author.

Students who attend the College Fair for Musicians will also have opportunities to win raffle prizes including tickets to The Philadelphia Orchestra and Kimmel Center, Opera Philadelphia, Mann Center and more. The Project 440 College Fair for Musicians is made possible in part thanks to support from the Philadelphia Music Alliance for Youth (PMAY) Artists’ Initiative with additional support provided by The Philadelphia Orchestra and Kimmel Center. Sponsors also include Kang Haggerty and the Philadelphia Music Alliance. Admission to the College Fair and access to the workshops and panel discussions is free for all attendees, advance registration is strongly encouraged. **Register** at project440.org/college-fair.

ABOUT PROJECT 440:

Project 440 is a youth driven, student-first music education organization. The mission of [Project 440](#) is to teach young people to use their interest in music to forge new pathways for themselves and ignite change in their communities. Programmatically, Project 440 has developed a comprehensive curriculum that educates the whole person and expands beyond the development of technique—using music as a spark to teach students a toolkit of durable 21st century life skills that will serve and support them throughout their lives regardless of the career path they choose. Project 440’s core programs are:

[Doing Good](#): An intensive, 25-session afterschool program that teaches leadership, entrepreneurship, and service. Students develop a toolkit of transferable skills that they apply to creating and implementing a cumulative, music inspired community-based service project.

[Instruments for Success](#): A 10-week, afterschool program that covers every aspect of the college admissions process, including how to find the right college, effective essay writing, audition and interview preparation, and more.

[Youth Advocacy Council](#): Students who have completed Project 440’s Doing Good and Instruments for Success programs receive leadership, project management, governance, and advocacy training and utilize these skills to produce student driven programs including *Music in Color* featuring diverse voices in professional music.