

PIANO PLAY-A-THON

To Benefit Fort McMurray Fire Victims

June 6, 2016

Dear piano teachers, students, performers and parents,

The people of Fort McMurray, Alberta have experienced a natural disaster of unimaginable proportions. Wildfire displaced tens of thousands in a city-wide evacuation, over two thousand buildings were destroyed, and a hard-working, tight-knit community has been left to wonder... What happens after the fire?

Tom Lee Music Canada and the Steinway Piano Galleries of Canada have organized a Piano Play-A-Thon national fundraising effort to help the residents of Fort McMurray recover from this disaster and return to their families' friends and neighbourhoods. Throughout the month of July, we will be hosting a series of Piano Play-A-Thon recitals at our 8 Tom Lee Music locations in British Columbia and 4 Steinway Piano Gallery locations in Calgary, Markham, Mississauga and Ottawa. We are calling on all pianists across Canada to participate in the Piano Play-A-Thon and to collect pledges to benefit Fort McMurray families. Our goal is to have 2,000 pianists play and to raise \$100,000 in donations.

100% of all funds raised will be donated to the United Way of Fort McMurray to address important social needs like housing, food assistance, trauma and mental health support. The United Way of Fort McMurray works with all levels of government and other emergency responders to put funds where they are needed most and will have the greatest impact. To find out more please visit www.unitedforfortmcmurray.ca

We need your help!

If you are already scheduled to perform in a piano recital during the month of June, we encourage you to register online, collect pledges and bring them with you to your recital.

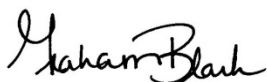
If you are not already scheduled to perform, we encourage you to register online to schedule your performance time, collect pledges and bring them with you to your performance.

To register to perform, download a pledge form or for more information please visit;

www.tomleemusic.ca/play-a-thon or www.steinwaycanada.ca/play-a-thon

Thank you for your support. Together we can make a difference!

Musically yours,



Graham Blank
Vice-President, Director

Tom Lee Music Co. Ltd.

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