



Dear Reader

I would like to introduce you to an exciting new project called "*Cool Classic Kidz*". Having taught music the past 20 years both in the WCED and privately I realized that there was a great need for our young music learners (primary school level) to be inspired and motivated. When starting out it is very exciting but soon our young learners realize that it takes hard work, perseverance and diligent practice to master an instrument and really learn to play well. I needed something that could inspire the young learners as well as something to aspire to. It was very important that this is something attainable to ALL music learners irrespective of their level of playing.

Cool Classic Kidz is a radio program that starts running on FMR 101.3 on Saturday 27 February at 13:45. In this program our young musicians from the Western Cape will be featured on the program performing a musical piece on their chosen instrument, as well as a very short interview. Cool Classic Kidz will also have a website (under construction) where the kidz who performs profile will be featured thus making it almost interactive and staying within the Internet "hype". It will eventually be developed into a music club for young musicians.

Music Schools and other schools across the Western Cape will all be contacted re the project and will be given a opportunity to send their learners for an audition at Music@Work Recording Studio. Laurika Steenkamp will also be traveling to schools where transport is an issue to audition the kidz. The project will be registered and we will be applying for sponsorship for the project. Currently Music@Work is covering all the cost.

The aim of this project is:

1. To give exposure to our talented young musicians
2. To give them something tangible to work for

3. To grow a sustainable audience for future musicians and ultimately create a sustainable market for our own professional performing classical musicians.

I am a firm believer that South Africa and the Western Cape have just as much talent as Europe, America or any other country. It is sad that our professional musicians feel the need to go overseas to "make it".

We have proven in so many other spheres that South Africa can hold its own in the world. It is now time to grow our own markets and give exposure to our own musicians. Ask any primary school learner who is Andre Rieu - and they will know. There is no reason we cannot have our own "stars" in South Africa and this project is just the humble start.

I hope you will share my passion and vision and play your part in supporting this project either through sponsorship, marketing or media. You can contact me at info@musicatwork.co.za or on 0722930954. I am looking forward to your contribution to this exciting project. Be sure to listen to the launch program on Saturday 27 February on FMR 101.3 at 13:45. The person in charge of this project at FMR is Rodney Trudgeon rodney@fmr.co.za . You are welcome to contact him or Victoria Cawood manager@fmr.co.za (Station Manager) concerning this exciting project.

Kind regards

Laurika Steenkamp

CEO [Music@Work](mailto:info@musicatwork.co.za)

B.Mus.Hons (US)