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## **eMedia Contributes Music Software to GAMA Teaching Guitar Workshops**

Seattle, WA —July 16, 2013. eMedia recently signed on to contribute their award-winning guitar tutorial software, including *eMedia Guitar Method*, *eMedia Intermediate Guitar Method* and *My Guitar*, to instructors with the Guitar and Accessories Marketing Association's (GAMA) successful Teaching Guitar Workshops program. The purpose of the Teaching Guitar Workshops is to help start classroom guitar programs across the U.S. and Canada. Since its inception in 1995, the GAMA Teaching Guitar Workshops program has taught over 3,000 school music educators.

Every year, members of GAMA contribute guitars, accessories, and method books to the school music teachers who participate in the Teaching Guitar Workshops. Access to guitars, method books, and guitar-products of all types facilitates the learning experience and underscores the strong relationship between music education and the music products industry.

"For over a decade, eMedia has been proud to support GAMA because the Teaching Guitar Workshops program supports and strengthens school music, creates new guitar players and provides more music-making opportunities for young people," said Dave Kurtiak, Educational Sales Manager of eMedia. "Our guitar instruction software is used in hundreds of schools across the U.S. and Canada and GAMA is an important part of reaching music educators."

"GAMA's TGW program creates shared value for school music educators, students, and the music products industry," said Robert Sulkow, Executive Director of GAMA. "GAMA's classroom-guitar programs have brought music instruction to 1.28 million students and influenced \$167 million in sales of guitar products. The members of GAMA are making that possible through funding support and through product contributions."

For more information about eMedia please visit [www.emediamusic.com](http://www.emediamusic.com). Teachers interested in starting a guitar program in their school may find information about upcoming Teaching Guitar Workshops at GAMA's website: [www.guitaredunet.org](http://www.guitaredunet.org). For information about how corporations can support guitar education and build a strong guitar industry, visit [www.discoverguitar.com](http://www.discoverguitar.com).

### About eMedia

Founded in 1994, eMedia Music is the world's leading publisher and distributor of music instruction software and DVDs. eMedia's flagship titles include the best-selling *eMedia Guitar Method* and *eMedia Piano &*

*Keyboard Method*. eMedia also distributes other leading music software products including *EarMaster*, *Guitar Pro*, and *Band-in-a-Box*. For more information, please visit [eMediaMusic.com](http://eMediaMusic.com).

#### About GAMA

The Guitar & Accessories Marketing Association (GAMA) is a trade association comprised of guitar and guitar-products firms. The purpose of the organization is to expand and grow the market for guitar products and to convene in the spirit of building a better industry. GAMA programs have brought guitar instruction to 1.28 million students and influenced \$167 million in sales of guitar products. For more information about GAMA visit: [www.discoverguitar.com](http://www.discoverguitar.com).

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