

By: ~~Septim~~ ~~Trea~~ ~~200~~ Communications News Editor

## [Music Education Campaign from LG and VH1](#)

### *Save the Music*

LG Mobile Phones and VH1 Save the Music Foundation announced they have joined forces for a one-year partnership focused towards music education. The partnership officially started last night, September 20th, with the VH1 Save the Music's 10th Anniversary Gala which took place at [New York City](#)'s Lincoln Center. The 10th Anniversary Gala was hosted by the famous actress, journalist and television presenter Maria Menounos and paid tribute to Mariah Carey, John Sykes (VH1 Save The Music founder) and NAMM (The International Music Products Association). The evening brought live performances from Roger Waters, ex-member of the legendary Pink Floyd, Jon Bon Jovi, John Mayer and Miri Ben-Ari. A special orchestra also performed, comprised of students from different US schools. Besides the Gala, the partnership between LG and VH1 Save the Music Foundation will bring other events and activities, like check presentations at schools across the US in order to support music education in schools. LG will also produce "Come Together" TV spots to raise public awareness regarding music education. Ehtisham Rabbani, Vice President of Product Strategy & Marketing at LG Mobile Phones, said: *"At LG Mobile Phones, we appreciate the importance of music education. Music programs open children's eyes to an exciting new outlet where their creativity and expression can run free. Together with VH1, LG hopes to continue to improve and restore music education in our public schools."* *"VH1 Save The Music Foundation is honored to have LG Mobile Phones as our presenting sponsor at The Foundation's 10th Anniversary Gala and we look forward to continuing our partnership with LG throughout the year to help restore more music education programs in local communities,"* says Paul Cothran, Executive Director at VH1 Save The Music Foundation. *"Their support will continue to make music education a priority in public schools across the country."* The VH1 Save The Music Foundation has provided, since 1997, musical instruments of nearly \$40 million worth, to over 1,500 schools and, with [LG](#)'s help, the Foundation will be able to accomplish much more.