

Ontario-Montclair

School District

950 West D Street, Ontario, California 91762 • (909) 418-6445 FAX: (909) 459-2542

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April 14, 2022

FOR IMMEDIATE RELEASE

Contact: Veronica Bucheli (909) 459-2500 x10320

2021-22-21



Little Kids Rock & Niagara Bottling LLC. Refreshes Vernon Middle School Music Room & Donates Instruments for Students

Little Kids Rock is a national nonprofit dedicated to transforming lives by restoring, expanding, and innovating music education in schools. The organization partners with public school districts to train teachers to run its innovative modern band curriculum and donates all the accompanying instruments and resources necessary to teach popular music in a way that empowers students to experience instant achievement. Niagara Cares, the philanthropic arm of family-owned and operated Niagara Bottling LLC, is committed to supporting local and national community initiatives serving children and families in need. This mission includes music education in schools, especially in their local plant communities.

On April 14, 2022, 30+ Niagara Bottling employee and Little Kids Rock volunteers visited Vernon Middle School to renovate the school's music room. During their visit, Niagara and Little Kids Rock volunteers renovate the music room to provide a vibrant appearance to energize and inspire student learning. This project donation estimated at \$40,000.00 includes ukuleles, keyboards, guitars, drum kits, amps, a stage and instrument racks.

The Arts Conservatory at Vernon Middle School offers enriched, comprehensive learning opportunities in the area of instrumental vocal music, visual arts, dance, media class, and drama. In alignment with the District's commitment to offering a world-class education, Vernon students have hands-on experiences and performances integrated with the Visual and Performing Arts to further expand their knowledge and artistry. Students are encouraged to pursue their love of the arts and expand their talents through creativity, passion, leadership, and discipline.

Vernon Middle School Music Teacher Doug Elkins states "Little Kids Rock and Niagara's generous contribution of their time, effort and resources will help to further reinvigorate the Music program at Vernon, helping create an amazing classroom space for my students as well as putting brand new instruments in their hands. I'm so excited to be starting a Modern Band program at Vernon next year, and the interest from students has been through the roof!"

Board President Elvia Rivas stated, "On behalf of the Board of Trustees and myself, I would like to extend my heartfelt gratitude to the volunteers of Niagara Cares and Little Kids Rock who came from all over the country to provide this extraordinary contribution. This effort will make a positive impact on the lives of our OMSD students, teachers for years to come. Having a united collaboration from partnerships who is willing to invest to the OMSD community contributes to the academic success for all students. It will also positively impact future artists, violins, and bandleaders."

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"Our Community, Our Children, Our Commitment, Our Future"