

---

**BLUE BEAR STUDENTS GET STAR TREATMENT AT DOWNLOAD FESTIVAL**  
**Blue Bear School of Music, Volkswagen and Live Nation Partner to Provide**  
**Unique Education Opportunity for Young San Francisco Musicians**

San Francisco, CA – For the second consecutive year, Blue Bear School of Music, Volkswagen of America Inc. and Live Nation are partnering to provide local youth with unique and engaging music education programs. The San Francisco Download Festival, taking place on October 6, 2007 at Shoreline Amphitheater, serves as the catalyst event for this renewed partnership. More than 75 students participating in Blue Bear's STAR (Schools That Aspire to Rock) Program, an innovative public school music program serving a diverse group of multi-lingual youth, will be transported to and from the festival in a motor coach sponsored by Volkswagen of America Inc. Download Festival producer Live Nation is providing complimentary tickets to the event and arranging for special behind-the-scene activities for the aspiring young musicians. Volkswagen is again making a generous donation of instruments that students will access as part of Blue Bear's STAR Program.

Live Nation and Volkswagen initiated the partnership in 2006 by providing 70 Download Festival tickets and commemorative festival posters to Blue Bear's students. Last year Volkswagen provided the transportation and students were given the opportunity to perform live at Download at Volkswagen's distinct V-dub Garage Band venue, located prominently on the festival site. In 2006 Volkswagen contributed a significant number of First Act musical instruments that STAR Program students used throughout the year and continue to use this year. Live Nation and Volkswagen are committed to supporting the enrichment of music education with Blue Bear School of Music and other organizations nationwide.

"The development of this partnership last year was tremendously important for Blue Bear School of Music and the youth that Blue Bear serves," says Blue Bear School of Music Executive Director Kevin Marlatt. "Attending the Download Festival is a very exciting opportunity for our students. They are inspired and motivated by the great musicians they experience, and the kids take this inspiration and motivation with them back to their communities. It really keeps them going throughout the year. Blue Bear is very grateful to Live Nation and Volkswagen for their dedication, commitment and support of this partnership and towards community based music education."

"Volkswagen has a long standing musical heritage and is proud to be involved with music education," says Volkswagen's [NEED NAME]. "Whether students are expressing themselves musically in their school's band or in their own garage band, Volkswagen takes pride in the opportunities it offers students of all ages to express themselves through music. Development of community education is the pinnacle of the Volkswagen brand philanthropic mission. We want to highlight the excellent work that Blue Bear is doing in San Francisco, and hope our participation in this program will bring more attention to their great work. We are working with organizations like Blue Bear in other markets and are committed to youth arts programs nationwide."

"Music is a universal platform for bringing people together," says Christopher Swope, Vice President of Live Nation Alliances. "We are thrilled to support this partnership since it builds on our commitment to the fan experience and the ability to share the magic of music with everyone in our community."

For more information on the Blue Bear School of Music, Volkswagen and Live Nation music education partnership, and on Blue Bear's STAR Program, please contact Blue Bear Executive Director Kevin Marlatt at kevin@bluebearmusic.org or 415.673.3650.

- MORE -

**FOR IMMEDIATE RELEASE: September 28, 2007**  
CONTACT: Kevin Marlatt, Blue Bear School of Music  
415.673.3650 :: kevin@bluebearmusic.org



---

### **Blue Bear School of Music**

Blue Bear School of Music is San Francisco's leading destination for aspiring musicians of all ages and all skill levels who want to enjoy learning and playing rock, pop, jazz, blues, folk and other popular styles of music. A nonprofit organization founded in 1971, Blue Bear is a place where learning and playing music is fun and affordable, where people come together who love music, and where each student's unique talents and goals are recognized and supported. Blue Bear's nonprofit mission to provide superior, affordable music education to aspiring musicians of all ages and skill levels is supported in part through its loyal members, volunteers, sponsors and donors. Blue Bear's teachers are successful professional musicians and passionate educators whose performance, songwriting and recording credits include Bonnie Raitt, Metallica, Huey Lewis and the News, Third Eye Blind, Carlos Santana, The Tubes, Billy Idol, Norah Jones, Counting Crows, Belinda Carlyle, The Sons of Champlin, Albert Collins, Charlie Musselwhite, Bobby McFerrin and countless other Bay Area-based artists. For more information on Blue Bear School of Music, please visit [bluebearmusic.org](http://bluebearmusic.org) or call 415.673.3600.

### **Volkswagen of America, Inc**

Founded in 1955, Volkswagen of America, Inc. is headquartered in Auburn Hills, Michigan. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. Volkswagen is one of the world's largest producers of passenger cars and Europe's largest automaker. Volkswagen sells the Rabbit, New Beetle, New Beetle Convertible, Jetta, GTI, Jetta GLI, Passat, Passat Wagon, Touareg and Eos through more than 600 independent U.S. dealers.

# # #