

**FOR IMMEDIATE RELEASE**

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**Percussion Marketing Council announces winners  
of the Free Drum Gear Giveaway Contest**

The Percussion Marketing Council (PMC) announced the winners of the 21 prize packages from its Playdrums.com online contest celebrating November's International Drum Month. The Free Drum Gear Contest was featured in both Modern Drummer and DRUM! magazines before and during the International Drum Month campaign.

"We couldn't have asked for a better response from the drumming community," says PMC co-executive director, Pat Brown, of the hundreds of video and essay entries received. "The PMC members provided some outstanding gear and it's obvious the contestants were excited to get their hands on it. We thank the entire PMC Membership who continue to help us promote drumming as a rewarding, lifelong activity."

The PMC Membership firms, representing the finest percussion equipment manufacturers, distributors, and publishers, teamed up to celebrate International Drum Month by creating the biggest product give-away of the year. Members provided a variety of educational books, DVD's and percussion equipment, including a four-piece jazz kit, top of the line snare drums, cymbal packs and Djembes. The 21 exclusive prize packs totaled over \$15,000 and drove more than 3000 new visitors to the PMC website, [www.playdrums.com](http://www.playdrums.com).

Die-hard drum enthusiasts entered essays on "What drumming means to me." Michael Gallichio of Glen Ellyn, Illinois, was chosen as the grand prize winner in the PMC-sponsored FREE DRUM GEAR Playdrums.com Contest. Gallichio will receive his complete prize package at The Drum Pad in Palatine, Illinois. The 20 other prize package recipients were selected in March 2009 and are listed on the [playdums.com](http://playdums.com) website.

The PMC members who donated prizes include: Alfred Publishing, Clevelander Drum Co., Drum!Magazine, Drum Business, Ethnomusic, Gibraltar Hardware, Gretsch Drum Company, Hal Leonard Corporation, Hudson Music, Kaman Music, KoSA Educational Workshops & Festivals, LP Latin Percussion Music Group, Randall May International, Modern Drummer, Musicorp/MBT, Progressive Percussion, ProMark, Regal Tip/Calato, Remo Inc., Roland Corporation, Sabian, Toca Percussion, Traps-The Art Of Drumming, Universal Percussion, Vic Firth, Yamaha Corporation of America, Zildjian.

**About the PMC**

Formed in 1995, the Percussion Marketing Council is the percussion industry's trade organization. The PMC is a non-profit with a mission to actively promote the many benefits of drumming to the general public. The organization's mission is to provide professional marketing and advertising campaigns, programs and activities that bring increased public awareness to drumming, thus increasing the number of people playing all types of drums. For more information, visit PMC's website at [www.playdrums.com](http://www.playdrums.com).