

FOR IMMEDIATE RELEASE

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Percussion Marketing Council Announces International Drum Month Campaign and Dealer Activity

October 10, 2009–Cleveland, Ohio The Executive Committee of the Percussion Marketing Council (PMC) is pleased to announce its International Drum Month campaign and program, scheduled for launch in November.

International Drum Month is celebrating its 14th year with a special program to serve two specific purposes: create more new drummers and provide an incentive to have them go into their local music store or drum shop.

Future drummers will have the opportunity to receive a free Beginner's Package, which includes a pair of drumsticks and an instructional book or DVD for beginners. The instructional materials are provided by PMC Members, Alfred Publishing, Hal Leonard Publishing, and Hudson Music. The coupon is available in a number of consumer magazines or by visiting the organization's website, www.playdrums.com.

Pat Brown, PMC Executive Committee member noted, "This is not a 'no-strings-attached' offer to the consumer. To receive this package, he or she must visit a local music store and have the coupon validated by the store. A simple signature of a store employee with phone or email

info is the validation. But, this offers the store a great chance to turn that person into a customer!"

Billy Cuthrell, Advisory Board member commented, "The electronic social media networking that the youth markets are all involved in must become part of our organization's strategy to reach more young people. The integral component is to drive the interested consumer into the music retail environment for the first time, allowing the retailer to gain access to this new emerging customer. The entire percussion industry, and each of our PMC Members, benefit from this turn-key promotional campaign. By reaching new audiences through the social media networks, and motivating them to get started with *free-stuff* from the PMC, we have served all of our PMC Members and the entire population."

Music industry trade publications are supporting this annual market development campaign by including the full-page color advertisement notifying the retailer about the campaign. The print media campaign will also inform the retailers about other PMC programs and the many other tools available to them in becoming pro-active in developing their own International Drum Month store-wide campaign. Further details about the International Drum Month program and campaign are developing daily and all interested parties are encouraged to visit the PMC website after October 15th for more details as they evolve by clicking on 2009 International Drum Month.

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 statement to actively promote the many benefits of drumming to the general public. Funded by the broad spectrum of the percussion industry, its members include major drum manufacturers, distributors, educational publishers, consumer-trade publications and workshops. The PMC is also the recipient of a 2009 NAMM Foundation Grant. For more information, visit the PMC's website at www.playdrums.com and www.rootsofrhythm.net.