

PRESS RELEASE – FOR IMMEDIATE RELEASE

**MUSIC GENERATION TO RECEIVE €3MILLION DONATION
FROM U2 AND THE IRELAND FUNDS**

**THE IRELAND FUNDS €1M PHILANTHROPIC DONATION
FOLLOWS
€2M FROM PROCEEDS OF U2 CONCERTS**

**DONATION WILL ALLOW MAJOR EXPANSION OF NATIONAL
MUSIC EDUCATION PROGRAMME**

Dublin November 22, 2015: Music Generation, Ireland’s national music education programme, is on course for further expansion, following the announcement by U2 and The Ireland Funds of major philanthropic donations of €2million and €1million respectively to the organisation.

In September of this year, U2 announced that €2million from their Irish concerts would be gifted to Music Generation, which provides access to high quality subsidised music tuition for thousands of children and young people across the country. A further €1million will be gifted by The Ireland Funds who, together with U2, seed-funded Music Generation’s first phase (2010 – 2015) with a €7m donation – the largest ever philanthropic donation to music education in Ireland in the history of the state.

U2’s The Edge said: “Five years in, Music Generation is continuing to grow. Thanks to The Ireland Funds for adding €1m to the €2m from our Irish shows, it’ll bring us closer to achieving our ambition for every child and young person in Ireland to have access to music tuition.”

Kieran McLoughlin, President & CEO, The Worldwide Ireland Funds said, “We are thrilled to announce this additional gift of €1m to Music Generation. The impact of this innovative music education programme has been extraordinary and brings so much benefit to young people and communities throughout Ireland. The Ireland Funds is delighted to be supporting this flagship initiative and, together with U2, will also seek to raise additional support as part of our commitment to unlocking the musical talents of the next generation.”

Responding to this latest, unprecedented gift to music education in Ireland, Rosaleen Molloy, National Director of Music Generation said, “Music Generation would not exist without the vision and philanthropic support of U2 and The Ireland Funds. It is this vision that has enabled us to successfully implement this ground-breaking music education programme across 12 areas of the country, which now provides access for some 26,000 children and young people and creates employment opportunities some 330 people.”

“The reason why Music Generation has been such a success story is because of the partnership base that underpins how we work”, continued Rosaleen. “U2, The Ireland Funds, with the support of Bank of America, Music Network, the Department of Education and Skills and Local Music Education Partnerships together with the Arts Council and St. Patrick’s College Drumcondra are our key partners.

Without their input and support Music Generation would not have been possible. The impact of the original €7m philanthropic donation from U2 and The Ireland Funds has been extraordinary. Every day, the lives of thousands of children and young people are being transformed through access to a variety of music tuition opportunities – everything from song-writing initiatives to brass bands, orchestras, choirs, rock groups, rap projects, grúpaí cheoil and composers clubs. The original donation has seed-funded development and generated ongoing sustained 50/50 investment from the Department of Education and Skills and Local Music Education Partnerships.”

Music Network established Music Generation in 2010 following a €7m donation from U2 (€5m) and The Ireland Funds (€2m) to implement its [national strategy for music education in Ireland](#).

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EDITOR'S NOTES

Since 2010, Music Generation's achievements have been exceptional. Key accomplishments include:

- Establishment of the programme in **12** areas of the country, **18** months ahead of schedule
- Access and participation now reaching some **26,000** children and young people annually who would otherwise not have had the choice of access or the chance to participate
- Creation of over **330** employment opportunities (300 musicians; 30 management and administration roles)
- Delivery of **80** different programmes in over **360** tuition centres
- Accessible tuition offered in over **50** different types of instruments across **all** genres of music
- Establishment of **12** Instrument Banks, **5** Music Libraries, **5** Recording Studios including **1** mobile recording studio and pop up performance Music Bus
- Mounting of over **100** public performances annually attended by **30,000** audience members
- Producing **10** national seminars and presenting at **4** national and **4** international conferences
- Delivery of **over 150** professional development courses for musicians
- Initiation of Young Ambassadors Performance Programme featuring **200** musicians performing at **25** national and international events
- Working with over **55** local and national partners from the education, arts, community, voluntary, public, private and philanthropic sectors
- **20** new commissions by professional musicians and composers for pieces specially written for children and young people
- Securing of ongoing annual sustainable partnership funding from Government (€2.5m) and local Music Education Partnerships (€2.2m) estimated at **€4.7m** annually from 2016 onwards
- Investment of **€450,000** from the Arts Council for a new partnership programme 2013 – 2015
- Initiation of a National Research Partnership with St. Patrick's College, Drumcondra to inform and influence future national policy

- Initiation of International Partnerships including collaboration with the Sage Gateshead UK, CME Institute USA, the John Lennon Educational Tour Bus Europe; Nimbus School of Recording & Media, Vancouver
- Awarding of Link Provider Status to Music Generation by DIT Conservatory of Music to deliver University accredited professional development training in music education for professional musicians

[Music Generation](#) is Ireland's National Music Education Programme which transforms the lives of children and young people through access to high quality subsidised performance music education. Established in 2010 by Music Network, Music Generation was made possible by a €7m philanthropic donation - €5m from U2 and €2m from The Ireland Funds - the largest ever philanthropic donation to music education in Ireland in the history of the State. The philanthropic donation was gifted to progress the implementation of Music Network's Feasibility Study for a [National System of Local Music Education Services](#).

Music Generation works closely with Government through the Department of Education and Skills (DES) and Local Music Education Partnerships (MEPs) in each of the 12 areas. The original €7m donation has seed-funded development in each of these areas. From 2016 these programmes will continue to be sustained through ongoing 50/50 funding from the DES and MEPs, ensuring a long term and lasting outcome from U2 and The Ireland Funds' philanthropic giving.

The €2m donation from U2's iNNOCENCE & eXPERIENCE concerts and the €1million from The Ireland Funds, together with further investment achieved through private, philanthropic donations, will enable expansion of the programme to more areas of the country.

Music Generation believes in every child and young person's musical potential and their innate artistry, that it is every child and young person's right to have the choice of access and the chance to participate as a musical citizen and that music doesn't just change lives, it transforms lives.

Music Generation focuses on performance music education – that is vocal and instrumental tuition, encompassing all music genres and all types of instruments and vocal styles, delivered by skilled professional musicians interacting in an inspirational way with children and young people.

Visit www.musicgeneration.ie for further information