



Ballad Health Continues Title Sponsorship of Bands of America Marching Band Championship

JOHNSON CITY (Date) – Young musicians will bring live music back to the Mini Dome at East Tennessee State University on Saturday, Oct. 30, as high school marching bands from throughout Florida, Georgia, Kentucky, North Carolina, South Carolina, Tennessee, and Virginia will compete in the 2021 Bands of America (BOA) Ballad Health East Tennessee Regional Championship, presented by Yamaha. Bands of America Championships are the premier marching band events in the nation and are entertaining, family-friendly events featuring live music, choreography, and competition.

Hosted by East Tennessee State University, the Bands of America Championship will feature 19 high school marching bands in the preliminary competition, evaluated by a panel of nationally recognized music educators and marching band experts. The top 12 scoring bands will advance to the evening finals competition.

Music Doctors of Kingsport, Tennessee is the Official Music Retailer of the 2021 BOA Ballad Health East Tennessee Regional.

The Ballad Health East Tennessee Regional is one of 22 Bands of America marching band championships across the country this fall that provide positively life-changing experiences for students, teachers, and fans. Bands of America Championships return in 2021 after the 2020 season was canceled due to the COVID-19 pandemic. "The enthusiastic return of the bands performing at this championship is a testament to the resilience, dedication, and hard work of these young student musicians, their teachers, school administrators, parents, and families," says Dr. Jeremy Earnhart, President and CEO of Music for All.

The BOA season concludes with the Bands of America Grand National Championships, presented by Yamaha and the U.S. Marines, in Indianapolis Nov. 11-13.

Music for All, a non-profit 501(c)3 educational organization, has been creating, providing, and expanding positively life-changing experiences through music for all for school music ensembles, students, and teachers since 1975.

"Music for All is about building leaders and celebrating teachers. The Bands of America Championship in East Tennessee is a celebration of music education at its finest, showcasing the excellence, teamwork, and student leadership of the region's outstanding marching bands," says Earnhart. "These young performers and their achievements advocate for the importance of music education in schools locally and nationwide."

Music and arts involvement teaches youth many skills necessary to succeed in life, including problem-solving and decision-making, building self-confidence and self-discipline, personal responsibility, teamwork, and more. Research shows attendance and graduation rates are higher for students who participate in their school music programs. The College Entrance Examination

Board found that students involved in public school music programs scored, on average, 107 points higher on the SATs than students with no participation.

Music for All will present the Bands of America Ballad Health East Tennessee Regional Championship at the Mini Dome at East Tennessee State University (1081 John Robert Bell Drive, Johnson City, TN, 37601) on Oct. 30. Preliminary competition begins at 9:30 a.m., and will conclude at approximately 4:30 p.m. Gates will open for the finals later in the evening, with performances starting at 7:30 p.m. All times are tentative, pending the final schedule of performing bands. Current times will be listed at marching.musicforall.org/johnsoncity21. Individual tickets for Prelims and Finals are \$25 and day passes are \$40. Non-performing student groups can purchase day pass bundles with 2 free adult passes for every 20 tickets purchased. Children 10 years old or younger are admitted free for general admission seating. Music for All is adopting a digital ticketing system this year and tickets can be purchased online for this event at a discounted price. All attendees will be required to have a ticket for entry, including children. For more information and to purchase tickets, visit: marching.musicforall.org/johnsoncity21.

About Music for All

Music for All's mission is to create, provide, and expand positively life-changing experiences through music for all. Its vision is to be a catalyst to ensure that every child across America has access and opportunity to participate in active music-making in their scholastic environment. Founded in 1975, Music for All is a destination that sets the standard for school music ensemble performance and music education advocacy. Music for All provides ensemble experiences, hands-on opportunities for individual student performance training and growth, and teacher professional development. Music for All is committed to informing and empowering students, parents, and teachers to be engaged advocates for the arts and music education in their communities and across the nation.

A 501(c)(3) non-profit educational organization, Music for All's programs include 30+ annual events, serving more than 500,000 attendees each year – more than 1.3 million students served in our 46-year history. Our programs include the Bands of America Regional Championships, Super Regional Championships and Grand National Championships for marching bands, the Music for All Summer Symposium, the Music for All National Festival and Affiliate Regional Music Festivals for concert ensembles, and national honor ensembles for students, including the Bands of America Honor Band that will march for the fifth time in the Rose Parade® in 2022.

Sponsor Information

Music for All efforts are supported through sponsorships, including current partnerships with National Presenting Sponsor: Yamaha Corporation of America; Official Armed Forces Sponsor: U.S. Marines; Official Uniform Sponsor: Fred J. Miller, Inc.; Official Student Travel Partner: Music Travel Consultants; Official Spirit Wear Sponsor: PepWear; Official Performance Equipment Sponsor: Wenger Corporation; Corporate Sponsors: Ball State University, BAND the mobile app, Visit Indy, and the City of Indianapolis; Associate Sponsors: REMO and Accoladi. Music for All is also supported by the Indiana Arts Commission, a state agency, and the National Endowment for the Arts, a federal agency; the Arts Council of Indianapolis and the City of Indianapolis; Ball Brothers Foundation; Lilly Endowment Inc.; George and Frances Ball Foundation; Allen Whitehill Clowes Charitable Foundation, Inc.; Nicholas H. Noyes, Jr., Memorial Foundation, Inc.; and Arthur Jordan Foundation.

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