

# The Conservatory

MARITIME CONSERVATORY OF PERFORMING ARTS

Music | Dance | Kindermusik

## NEWS RELEASE - IMMEDIATE

TO: ALL MEDIA  
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MARITIME CONSERVATORY OF PERFORMING ARTS (The Conservatory)  
Date: NOVEMBER 6, 2009  
SUBJECT: EVERY CHILD CAN LEARN MUSIC

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Lunenburg NS – Children in Bridgewater, Lunenburg and Mahone Bay schools will soon have the opportunity to play and compose music and perform with their peers from age three to Grade 6.

Called MuslQ Club, it is an after-school computer-based program of keyboard skills, ear-training, composition, music theory and ensemble playing, all presented in an award-winning software package led by a skilled music teacher. The program was created by Adventus, a Halifax company.

The program is being presented in this region by the Maritime Conservatory of Performing Arts to enhance and support the work of local private and school music teachers while offering a value-added fun experience to children as young as age three. The Conservatory is the largest not-for-profit school of its kind in Atlantic Canada, offering instruction in music, dance, Kindermusik and ensembles in its campus on Chebucto Road in Halifax.

“MuslQ Club works like hiding broccoli in chocolate cake,” says Janet Hull, Director of Development at the Conservatory. “While children have fun with the animated challenges and games, they are unaware that they are learning basic skills that will enable them to pursue whatever kind of musical expression they may wish.”

At a recent demonstration held at Lunenburg Academy, MuslQ Club Area Supervisor Rod MacGillivray introduced children and their parents to the program, choosing an appropriate level of challenge for each child's age and skill. “They love it,” he observed. “Kids deal with computers as a matter of course. The child relates to the

animated challenges and intuitively navigates his or her way around the screens. You might say the software leads the child and the teacher guides and explains.”

In the South Shore, MusIQ Club classes will be taught by Shannon Hanley, a resident of the area who is established as a piano teacher in her Bridgewater studio. The one-hour classes at Lunenburg Academy, Bayview and other elementary schools will be held right after school so parents don't have extra transportation requirements. Weekly classes are also being offered at daycares in the area for ages three and up; those classes are 30 minutes each.

“We are beginning with a half-term offering of five weeks before Christmas,” Rod MacGillivray explained, “so that parents, students and the host school or daycare can see the program in action without a big time commitment. We are confident that the classes will fill up quickly for a 10-week term in January after people witness the children's enthusiasm and progress.”

The fees of \$12 per week for school children and \$7 for daycare are subsidized by the Conservatory. “We are not doing this to make money,” says Janet Hull. “We are bringing MusIQ Club to several regions outside of HRM to fulfill our desire to introduce more children in the province to music and all that it can do for them. We know music students do better in math and science, are more confident socially, and after-school projects help keep kids interested in going to school. Add to this the potential for joy that music-making brings, and it's hard to say why you wouldn't take advantage of it.”

Class sizes are a minimum of eight and a maximum of 12 students. The first class at Lunenburg Academy is scheduled to start on November 15, and on November 20 in Bayview. Parents can find out more about MusIQ Club and also register their child in the local classes by going to [www.musiqclub.com](http://www.musiqclub.com), or call Rod MacGillivray at 541-7341.

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