

## **LITTLE KIDS ROCK AND IMV PARTNER TO BRING ROCK STARS AND MUSIC EDUCATION TO LOW INCOME STUDENTS**

### **IMV's innovative celebrity DVD series will raise money for music instruction, free instruments and mentor programs through Little Kids Rock**

**November 1, 2008 – New York, NY - [Little Kids Rock](#) (LKR)**, a program providing free instruments and instruction for public school students, and IMV LLC, a leading producer of interactive music products, today announced the release of a groundbreaking new series of celebrity instructional music videos that will help fund valuable music education programs in public schools. The DVD series -- which features personal music lessons from members of popular bands like KoRn, Ozzy Osbourne, Slipknot, Atreyu and Velvet Revolver -- is designed to inspire children to play music by providing an exciting new way to learn their favorite songs: right from the artists that recorded them.

“In today’s chaotic world, it’s more important than ever to foster creativity, expression and confidence in children through music,” said Ken Mayer, IMV co-founder and CEO. “What better way to entice kids to pick up or stick with playing an instrument than to provide a fun and easy opportunity for them to get to know their favorite artists and learn to play their hit songs?”

“These IMV DVDs are a great way to get kids interested in playing music,” said KoRn guitarist Munky, “I wish there was something like it around when I was a kid.”

Each IMV DVD provides an intimate behind-the-scenes look at the featured artist’s life as a professional musician, from their background, musical influences and favorite gear to rare photos and video footage. The artist then gives personal in-depth lessons on how to play two of their most popular tracks, followed by a play-along jam of the songs with a special guest. Finally, each video features IMV’s unique VideoTab™, a videogame-style animated tablature (similar to GuitarHero or RockBand) which shows exactly how the artist plays their part on the two tracks.

The producers of the IMV series will donate \$0.25 from the sale of each DVD to Little Kids Rock. In addition, IMV will provide hundreds of free copies of the DVDs to cash strapped public schools and community centers.

“We are extremely grateful that IMV DVD and their family of artists have stepped up to the plate to support music education for low-income kids in our public schools,” said David Wish, Executive Director and Founder of Little Kids Rock. “With millions of children not receiving music education in their schools, this support couldn’t be more timely or appreciated.”

IMV’s new DVD series is currently available at local and national music retail outlets, including Guitar Center and Best Buy music stores. The first series features popular artists such as KoRn guitarist Munky; John 5, guitarist for Rob Zombie and formally Marilyn Manson; Atreyu guitarist Dan Jacobs; Tim Skold, former guitarist and bassist for

Marilyn Manson and KMFDM; Velvet Revolver bassist Duff McKagan; Mike Inez, bassist for Alice in Chains and formerly Ozzy Osbourne; KoRn bassist Fieldy; Slipknot bassist Paul Gray; Blasko, bassist for Ozzie Osbourne and formally Rob Zombie; Godsmack bassist Robbie Merrill; Tommy Clufetos, drummer for Rob Zombie; Jane's Addiction and Porno for Pyros drummer Stephen Perkins; and Godsmack drummer Shannon Larkin.

Little Kids Rock teaches kids how to play pop, rock, reggae, funk, blues, rap and hip-hop music. LKR students not only perform, but they also compose and record their own music. They have released four full-length CDs as well as music videos featuring student-written originals. To date, the Little Kids Rock program has served more than 15,000 students in California, Florida, Georgia, Illinois, Louisiana, Texas, New York, New Jersey, Pennsylvania, Tennessee and Washington D.C.

To check out the entire selection of IMV titles and view trailers, visit [IMVdvd.com](http://IMVdvd.com) or [alfred.com](http://alfred.com). For more information on Little Kids Rock, visit [littlekidsrock.org](http://littlekidsrock.org).

### **ABOUT LITTLE KIDS ROCK**

Little Kids Rock believes that music is a critical component of first-rate education. Many schools have been stripped of their music programs. These cuts have had a disproportionately large impact on children from low-income backgrounds. Little Kids Rock restores music to its rightful place in the academic lives of kids in our public schools by providing a rich music education program including instrument instruction, free instruments and trained mentors. Founded by an elementary school teacher in 1996, Little Kids Rock is now serving thousands of students in California, Florida, Georgia, Illinois, Louisiana, Texas, New York, New Jersey, Pennsylvania, Tennessee and Washington D.C. More information can be found at: [www.littlekidsrock.org](http://www.littlekidsrock.org).

### **ABOUT IMV LLC**

IMV LLC is a Los Angeles based interactive music company focused on developing innovative content and video game systems designed to inspire people to play music. Founded in 2007 by Ken Mayer and Sean E DeMott, the company is aligned with some of the biggest names in the music business. A portion of the proceeds from the sale of IMV products is donated to the Little Kids Rock in efforts to get instruments in the hands of underprivileged kids.

**Note to Media: Interviews with spokespeople and b-roll available upon request**

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