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BeInstrumental Wins \$50,000 Pepsi Refresh Grant

Non-profit organization to use funds to support musical education in Northwest Ohio

BeInstrumental, a Toledo-based 501(c)(3) organization, recently received a \$50,000 grant through the Pepsi Refresh Project. Throughout the month of October, thousands of voters across the country voted everyday at refresheverything.com to help BeInstrumental win the Pepsi Refresh Project grant. In 2010, the Pepsi Refresh Project is giving away \$20 million dollars in the U.S. to fund good ideas, big and small, that move communities forward. Grants range from \$5,000 to \$250,000 and each month Pepsi has given out 32 grants equaling \$1.3 million. October was the fifth month of competition for BeInstrumental.

BeInstrumental was founded on the principal that every child should be afforded the opportunity to pursue his or her musical dreams. The organization offers Toledo-area students access to music lessons, camp scholarships, instruments, concerts and mentoring from professional musicians in the community. BeInstrumental is entirely funded through donations and sponsorships.

Because BeInstrumental is entirely run by volunteers, none of the \$50,000 grant will be used for salaries, but will go toward the purchase of musical instruments, scholarships for music lessons, and a concert that is being planned for the spring. In addition, the organization is seeking a physical location to store the organization's instruments, as well as space to provide music lessons to students.

"We are extremely excited," BeInstrumental Director and Co-Founder, Jeff Green said. "The Pepsi Refresh grant opens up many opportunities for BeInstrumental, and provides us with positive momentum moving into 2011. This is great for the entire Toledo community, and we want to thank our community for its support."

About BeInstrumental Foundation: BeInstrumental Foundation is a 501(c)(3) non-profit corporation dedicated to harnessing the power of the arts to support aspiring artists, musicians and musical education programs. BeInstrumental was founded in 2009 and is headquartered in Toledo, Ohio. For more information, or to make a tax-deductible donation, please visit www.beinstrumental.org